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BANK WINDOW ADVERTISING

W. R. MOREHOUSE

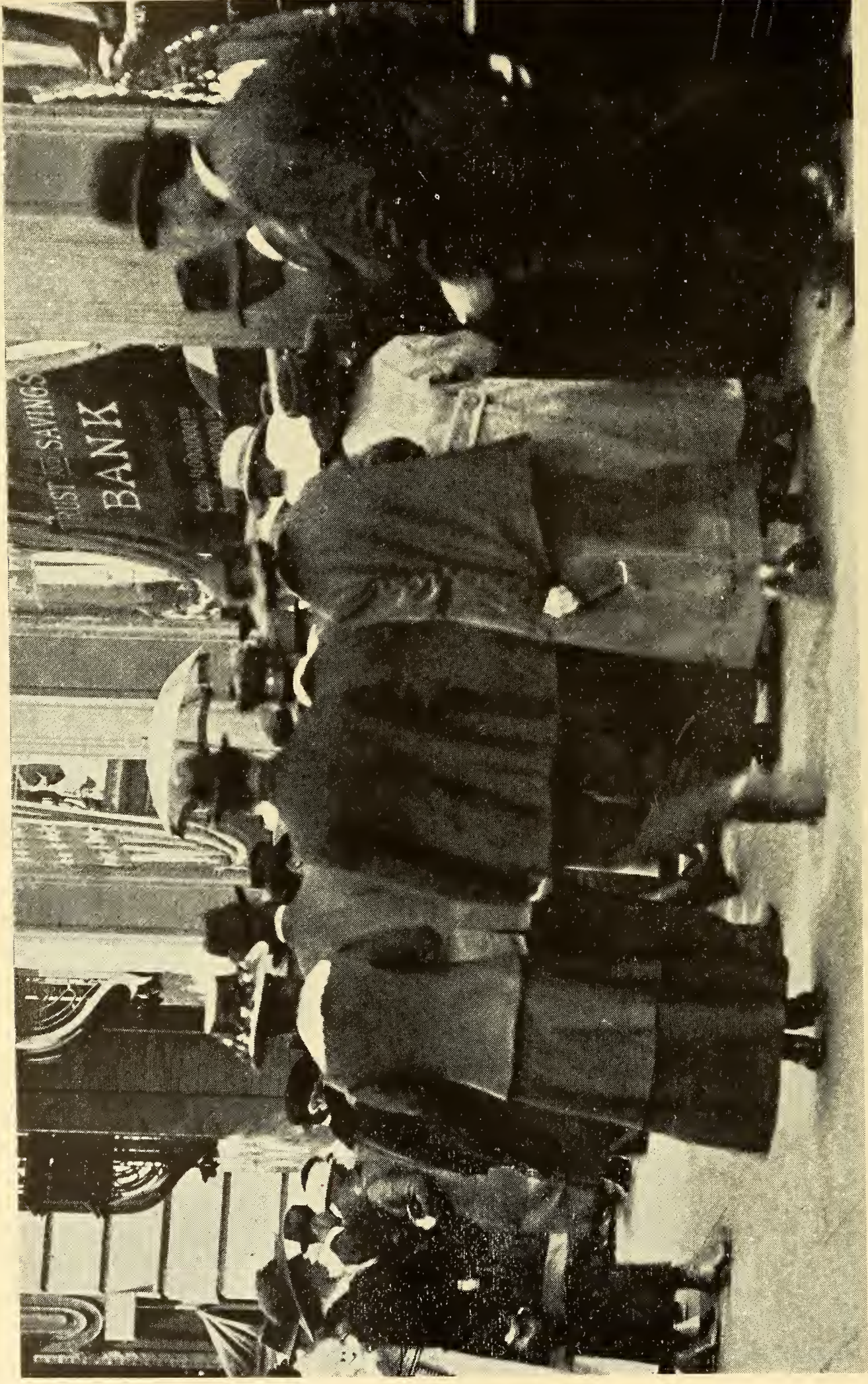


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"THE WINDOW DISPLAY'S BIG ADVANTAGE IS THAT IT FORCEFULLY AND ATTRACTIVELY CONFRONTS THE PROSPECTIVE CUSTOMER AT THE RIGHT TIME, AND, MOST IMPORTANT OF ALL, IN THE PROPER PLACE,—WHEN HE IS NEAR THE PREMISES AT WHICH THE BUSINESS CAN BE TRANSACTED"

BANK WINDOW ADVERTISING

BY
W. R. MOREHOUSE

Assistant Cashier Guaranty Trust & Savings Bank, Los Angeles ; President Financial Advertisers Association ;
Author of "Bank Deposit Building", "Bank Letters", "Written Examinations
for Bank Employees", Etc.



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ADVERTISING THAT GETS RESULTS

ADVERTISING, to get quick and direct results, must “deliver the punch” to the proper person, at the proper time, and in the proper place.

Although all good advertising builds up character and reputation and works a wonderful force in its cumulative effect when extended over a long period of time and is backed up with “the goods,” it will not bring quick and direct results, if it lacks any one of these three essentials. The “time,” the “place” and the “person” are all important.

And, where this rule holds true for ordinary merchandise advertising, it is applicable with double force to financial advertising. The reason for this we shall presently see.

The heads of great department stores, and in fact, retail merchants of all kinds throughout the country, are almost unanimous in their opinion that if forced to choose between the various media of publicity at their command, they would hand the palm to their window displays. Of course, the advertising problem of the wholesaler and manufacturer is of a widely different character, and for them displays would not only be impractical, but more or less ineffective. But for the retailer,—the man who reaches the general public,—window displays have come to be the one indispensable medium for presenting his goods before the people.

And why? For the simple reason that his displays are the one medium that invariably and most surely deliver the “punch” to the proper person, at the proper time and in the proper place. Other forms of advertising permit of more general and wider circulation of the goods, or idea to be “put over,” but because of this very fact, are more general and scattered in their effect and are apt to be slower and less

direct in results. The window display's big advantage is that it forcefully and attractively confronts the prospective customer at the right time, and, most important of all, in the proper place,—when he is near the premises at which the business can be transacted.

A true measure of the value placed upon this form of advertising may be had from a consideration of the fabulous sums of thousands of dollars per foot paid for frontage in the “shopping center,” for window display space. And even more significant still is a comparison of the prosperity and growth of retail merchants in this “shopping center” with those whose places of business—and window displays—are in a less congested district.

In bank advertising, how much more important is this rule of the “time,” the “place” and the “person.”

Let us consider this matter of the “time.” Could you choose any more opportune time for presenting a bank's advertising appeal than when the prospective customer is passing the premises? Is it better to reach him at breakfast time, after supper in the evening, when at the theatre, while riding on the street car, or at a time when he is just outside the bank and can act without delay upon the suggestion to open an account? The logical time is obvious.

Again, let us consider the “place.” Without further discussion and without fear of contradiction we can say that the logical “place” to meet a prospective customer of any kind is near the dotted line and within easy reach of the pen and ink. That is where the bank window display “meets” the prospective customer—just outside the bank—which is the next best thing to “meeting” him at the New Account Department.

But where window displays derive their greatest effectiveness and exert most strikingly their power, in showing direct results, is in reaching the “proper person.” Convenience of location, especially in a city of several banks, is one of the most potent business-getting influences that a bank can have.

Other things being equal, the most likely customers of any bank are those people to whom that bank is conveniently located. Consequently, the most fertile field for bank advertising is right among that division of people,—those who habitually or frequently pass the bank's doors. And it is to just these people that bank window displays appeal. One thing is certain, a bank stands a better chance of drawing new depositors from those who often pass the bank, than from those who seldom if ever approach its vicinity. We can safely say that from the bank advertiser's standpoint the man who passes the bank is the "proper person."

The aim of this book on window displays is more to introduce to banks this new and effective medium of advertising and to suggest ideas that may be used in the displays, than to outline in detail each display. The varying conditions and circumstances surrounding banks make it impractical to outline definitely what displays would be most effective or appropriate for all. This matter of detail is left more or less to a local solution in each case. It is plainly evident that some of the large banks are in a position to carry out an idea in a very elaborate manner, while others would naturally be limited to some extent. However, all the displays described in this book are detailed sufficiently to enable anyone to put them into execution.

GENERAL INFORMATION

IN commencing the use of window displays many banks will be confronted with mechanical difficulties of a more or less serious nature. However, such difficulties can almost always be overcome by a little ingenuity in individual cases. No set rule can be given in a book of this kind as to how you can find a place for displays in your window space, but suffice it to say that it is worth any amount of money it takes for alterations to be able to use displays.

For a background it is generally found best to use plush rugs and curtains, similar to the backgrounds used in many jewelry store windows. Almost any color of material may be chosen that does not clash with the general color scheme of the permanent portion of the window that shows.

The same general practice used by window trimmers in jewelry stores and similar displays should be followed by the bank display man. Build up the bottom of the window deck so that people passing on the outside edge of the sidewalk will see everything in the display. Boxes and pedestals of different sizes should be kept on hand for this purpose.

A supply of frames for posters and cards is also necessary. The size of the posters should be generally the same, chosen to fit the size of the window display; 11x14 is a good size of frame. It is more convenient to have the frames of a standard size, so that they may be interchanged.

In general, displays should be selected for simplicity of thought, dignity and appropriateness for bank purposes. Care should be taken to choose displays that will not "cheapen" the institution showing them.

SOURCES OF WINDOW DISPLAY IDEAS

WINDOW displays offer perhaps the most inexpensive and effective advertising open to banks, and because of the wide range and latitude possible in the use of bank displays, they are suitable and equally effective for all, large or small, metropolitan or country banks.

The use and preparation of individual displays would be impossible to describe in a book because of the widely varying conditions surrounding each bank, and because of the fact that many things of local interest are constantly arising which can be used very effectively in the bank windows. However, this book can touch upon and suggest many sources of ideas for displays and actually describes in detail one hundred displays which have been used with good effect by a large western bank.

Current events in state, national and international affairs are a fertile field for window display ideas. For instance, when the new dimes, quarters and halves were issued by the mint, they offered a splendid opportunity for a good bank display. The purchase of the Danish West Indies by the United States Government furnished the basis of another display, in which the amount paid for the islands, \$25,000,000, was compared with the bank's deposits.

The merchants of many cities have annual fashion show weeks, during which they display the latest in apparel of all kinds. This may become the cue for some wide-awake bank to show the latest and best in check-books and the convenience of a checking account for shopping purposes.

The war with Germany and Liberty Bond campaigns have presented many opportunities for banks to give their message through the windows. The possibilities for patriotic

displays in connection with the war are almost unlimited. An eagle with wings spread, carved from plaster and draped with American flags, formed the setting for one good Liberty Bond window display.

Holidays are another source of window ideas. Besides the nationally recognized holidays, there are always as many more of only state or local observation, all of which offer a splendid opportunity for the use of a little ingenuity and originality in preparing a display. For instance, a bank display in honor of Washington's Birthday attracted a continuous crowd when a collection of old Revolutionary days relics were shown,—a piece of the Washington elm, a copy of Washington's account book, an old lithograph of Mt. Vernon, etc.

The special service features of the bank itself present another very interesting class of window displays which may be amplified to a considerable degree. For instance, hundreds of people are ignorant of the fact that a large city bank requires a mechanical department, often employing several men, all of which may be told through the windows. People are interested to know little details in the bank's mechanical equipment and system, in the methods of cooling the air, in the pneumatic tube system.

Ideas for displays can be gathered from everywhere and the wide-awake advertising manager will have little difficulty in originating more than can possibly be used.

WINNING THE GOOD WILL OF BUSINESS

PERHAPS one of the greatest possibilities of window displays as a bank advertising medium is in winning the good will of local business houses.

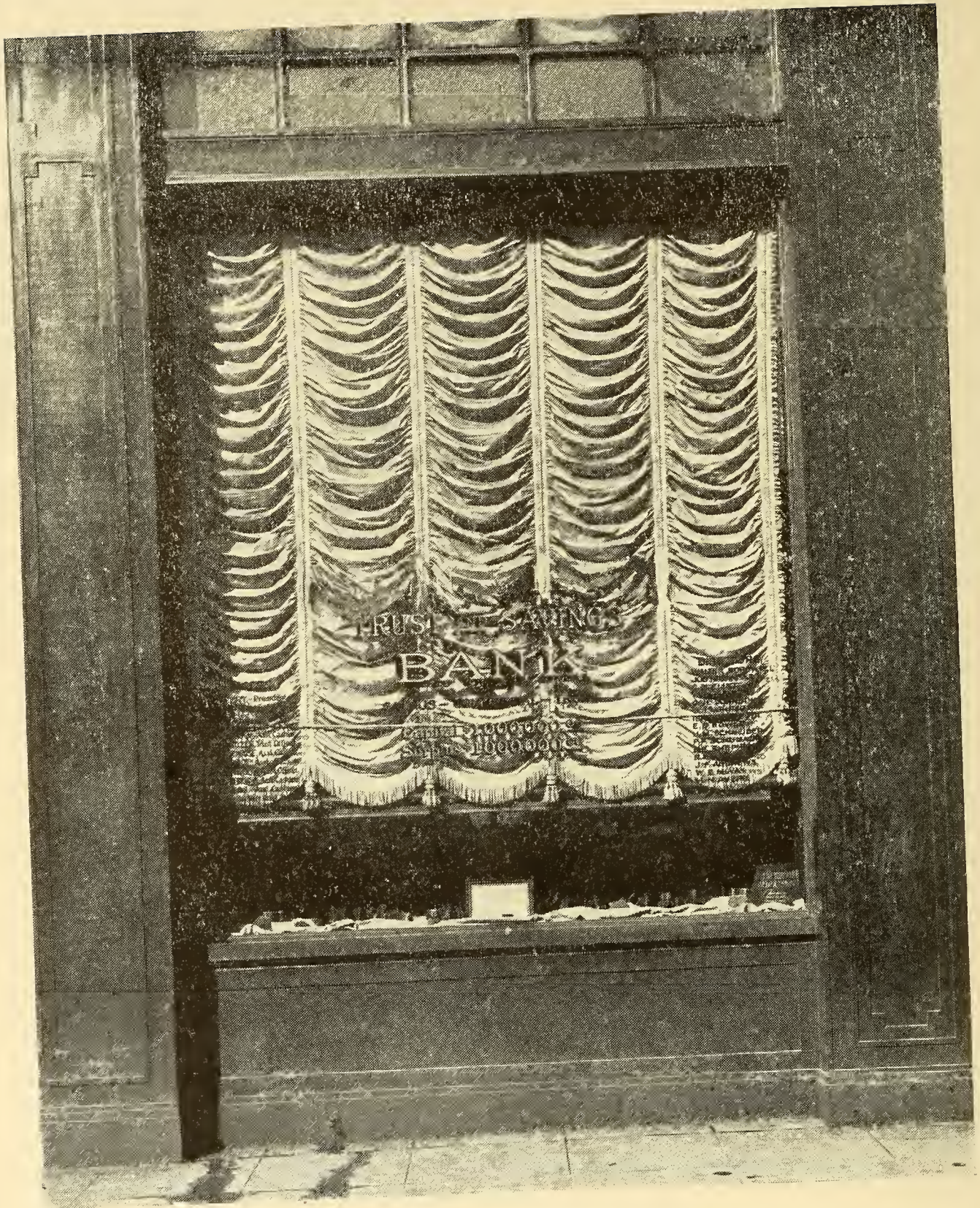
In securing "properties" for certain displays it is often necessary to enlist the coöperation of local merchants to secure them. "Properties" may either be rented at a certain per centage per week, or better yet, borrowed for the privilege of placing the firm's advertising card in the bank window.

For instance, in getting up a display on the idea "Save For a Vacation," the "properties" could include hunting equipment, fishing tackle, etc. All of this can be borrowed from a local sporting goods house. A card may be inserted with the display reading, "Sporting Goods loaned by _____ Co., 317 Main St."

It will be found that the various concerns are not only willing to loan "properties" in this way, but will actually compete for the privilege. Once your bank becomes known as a bank with window displays, you will find that merchants will be after you asking for the privilege of showing their goods in the window. So that the problem of getting "properties" for displays is really not difficult and in fact is an opportunity for the Bank.

There is also the possibility presented of making typical "booster" displays. Home products and home manufactured goods may be shown in windows, placing the bank before the people as a public-spirited institution and winning the everlasting good will of the management and employees of the concern whose goods are advertised.

These "booster" displays need not be tied up with banking in any way. Let it be the announced policy of the Bank to advertise the goods of local manufacturers and it will do wonders in boosting the business of the bank indirectly.



A TYPICAL BANK WINDOW, SHOWING ARRANGEMENT OF CURTAINS AND
ADVERTISING DISPLAY

I.

SPECIAL FEATURE DISPLAYS

I.

AUTOMOBILE DISPLAY

Properties

Automobile accessories—robe, lamps, horn, small tires, can of oil, gloves, goggles, etc.

Chart

“Automobile Expenses.”

Poster

“Keep Up With Expenses.”

“Your daily expenditures for oil and gasoline are but a part of the total cost of running your car.”

“Why not save daily to meet other expenses—tires, repairs, depreciation?”

“This chart states the amount—a Home Safe will help you save it. Get one today.”

Set chart and poster side by side in the center of the window. Arrange the accessories on either side. This display, while very simple, will draw big crowds. A copy of the chart, printed in pamphlet form, will prove very popu-

lar, and can be shown in the window with a card inviting people to come in and get one for reference. The auto ac-

WHAT YOUR AUTOMOBILE REALLY COSTS

(Adapted from figures compiled by the New York American)

ITEMS	\$500 Car Dollars per 100 miles		\$1200 Car Dollars per 100 miles		\$2500 Car Dollars per 100 miles	
	1st Year	2nd to 5th Year	1st Year	2nd to 5th Year	1st Year	2nd to 5th Year
Tires	.33	1.33	.60	2.50	.60	2.70
Gasoline	.90	1.00	1.30	1.50	1.70	1.90
Oil	.25	.35	.45	.50	.50	.60
Repairs	.12	.40	.12	.50	.12	.70
Operating Expense per 100 miles	1.60	3.08	2.47	5.00	2.92	5.90
Depreciation	1.67	1.04	4.00	2.50	8.33	5.20
TOTAL COST per 100 miles	3.27	4.12	6.47	7.50	11.25	11.10

(Based on Running 6000 Miles a Year)

KEEP UP WITH EXPENSES

- ¶ Your daily expenditures for gasoline and oil are but a part of the total cost of running your car—*less than one-third*.
- ¶ Why not save to meet the other expenses—tires, repairs, depreciation, insurance, license.

For every \$1.00 you spend for gasoline, put at least \$2.00 in the bank.

AN AUTOMOBILE CHART

cessories can be borrowed from some local concern, whose lasting good-will can be won by showing a card bearing their name in the window.

II.

OLD AGE DISPLAY

Properties

Two or three pictures of old couples in home scenes, preferably in frames. Complete desk sets, such as would be used by an aged man or his wife—inkwell, penholder stand, desk blotter, stationery rack, etc. Pair of old spectacles, daguerreotypes, and, if possible, a set of well-worn books in a stand at one side. Worn pass-book showing a good balance with regular deposits.

Poster

“Save for Old Age.”

“Ninety-five per cent. of people reach the age of 60 without a dollar saved.”

Set poster slightly to one side of center. On other side, arrange the desk set to typify the top of an old man's desk, with spectacles and open pass-book lying on desk just as if the old man had been looking at the book. Arrange pictures showing old age scenes at side and in background. This display is meant to show the comforts of a savings bank balance when old age comes on and a person's earning power is cut down or destroyed.

III.

HOW MONEY GROWS

Properties

“Dollars” moulded in clay or plaster, of increasing size, bearing the following figures in the order of their size: \$53, \$108, \$165, \$225, \$284. Five lettered cards, about 3x5, bearing following figures: 1 year, 2 years, 3 years, 4 years, 5 years.

Poster

“How Money Grows.”

“\$1.00 a week at 4% compound interest in this Bank will do it. Start your money growing today. \$1.00 opens an account.”

Set the poster in the center and arrange the clay “dollars” along the window in the order of their size, progressing up from left to right, as one reads. Place in front of each “dollar” the lettered card corresponding to the amount that can be saved in 1 year, 2 years, etc. For instance, place the “1 year” card in front of the “\$53” dollar. This is a simple display, but will attract most unexpected attention. The “dollars” can be made of heavy cardboard, painted, if it is impractical to use plaster.

IV.

SAVE UP AND GO TO COLLEGE

Properties

Several college text books, pennants, etc., suggestive of a college man's room. Also catalogues or bulletins of all the colleges in the State, which can be obtained from the colleges.

Poster

“Save Up and Go to College.”

“Information regarding Universities and Colleges at our Information Desk, including the average cost of a one-year course at any of them.”

Set the poster in the center and arrange around it as attractively as possible the books, pennants, catalogues, etc., that are obtained for the display. It might be effective in some cases to insert in the display small lettered cards bearing the average amount needed to cover expenses at different institutions for a year.

V.

TONS OF DOLLARS

Properties

Two or three dozen small canvas or leather money bags, preferably with the bank's name on them. The bags should be filled with paper and washers to suggest bags filled with money. If possible one or more miniature trucks or wagons should be obtained.

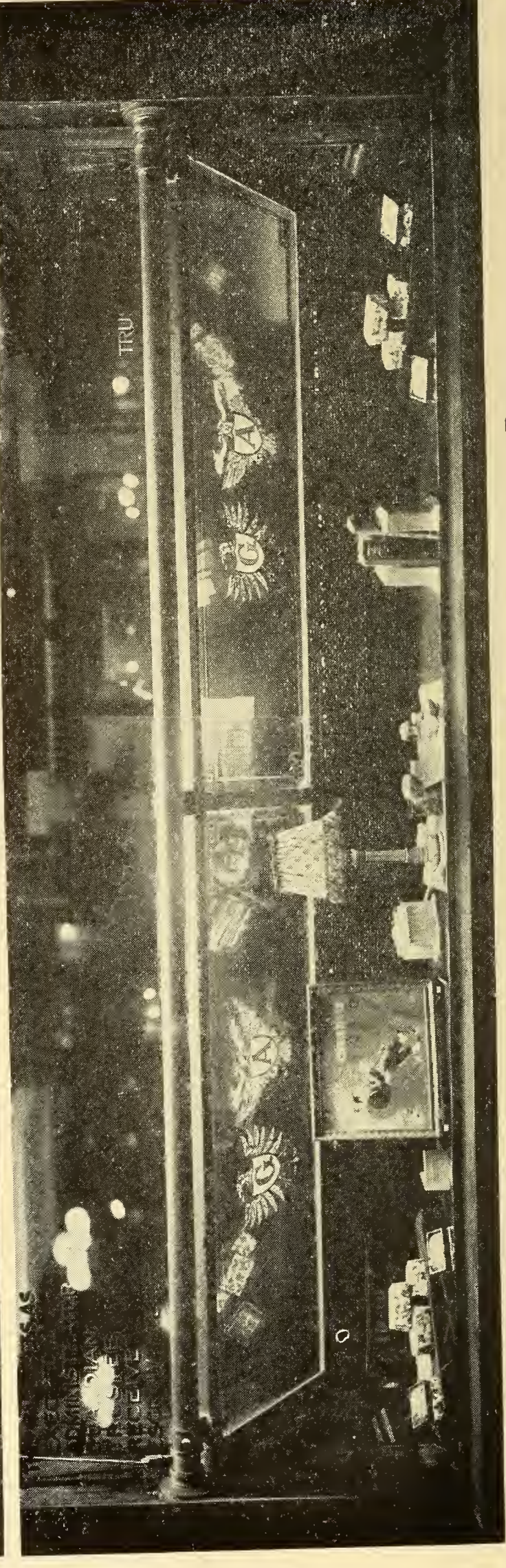
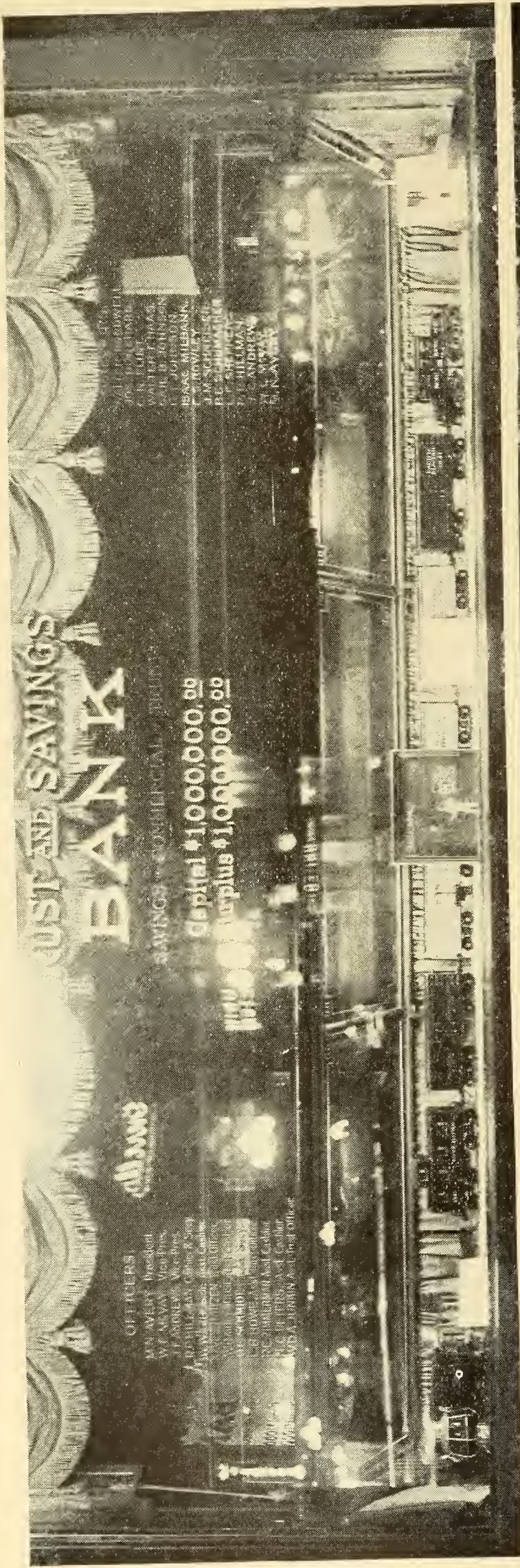
Poster

“Tons of Dollars.”

“—— one-ton trucks would be required to move the deposits in this Bank if in silver dollars.”

“Deposits \$———.”

If a miniature truck can be obtained fill it with bags of “money” and set in window. Several trucks would be better than one. If the trucks cannot be obtained, pile the bags up in the window, in one or two piles, with the poster in the center. The number of tons of silver dollars can easily be figured out from the amount of each bank's individual deposits. This display is very effective in impressing upon people the financial strength of a bank. If desired, the total resources can be used instead of merely deposits.



AN INVITATION TO RAILROAD MEN AND A "SAVE FOR CHRISTMAS" DISPLAY

VI.

RAILROAD MEN SAVE

Properties

Various trainmen's equipment—lantern, flags, torpedoes, fusees, record book, etc. Used pass-book.

Poster

“Railroad Men Save.”

“The thrifty man has right of way on every line.”

Place the poster in the center. Arrange the railroad supplies on either side to give the railroad “atmosphere”. Place the trainman's record book near center and show sticking out of it a pass-book, indicating the trainman's possession of a bank account. The attractiveness of this display depends upon the “properties” that can be obtained. A most elaborate display can be made if it is possible to obtain anything in the way of a miniature railroad, with road-bed, rolling-stock, etc.

VII.

TIME PROVES THE VALUE OF SAVING

Properties

Old-fashioned hour-glass, as large as it is possible to obtain. Fine modern clock, electrically operated, or else possessing such other special features as to make it of particular interest.

Poster

“Time Proves the Value of Saving.”

“Start your account today.”

Set poster in center with hour-glass on one side and clock on the other side. Have clock running and set at exact time. Keep hour-glass running all the time, and the crowd it attracts will be really surprising. Clock and hour-glass can probably be borrowed from local jeweler or other concern for merely inserting their name in display. A very simple but most effective window.

VIII.

SAVE FOR A VACATION

Properties

Complete trout fishing outfit, rod, reel, various kinds of bait, etc. (A model outfit can be borrowed from a local sporting goods house gratis.) Shotgun and rifle, with shells, and other hunter's impedimenta.

Poster

"Save for a Vacation."

"Start your vacation account today."

Set poster in center and arrange fishing tackle and guns on either side. The sporting goods should be arranged just as if they were being shown in a sporting goods store window, and if possible, the services of the window trimmer from the store furnishing the supplies should be obtained to assist with the arrangement.

IX.

SAVE FOR A VACATION

Properties

Pictures of camping scenes and near-by resorts. The coöperation of railroad or steamship companies or owners of local resorts can easily be obtained in securing pictures and other articles of interest in connection with the display.

A lettered card for each separate resort or trip showing the average cost for one person and how much will have to be saved per day to take the vacation in two or three months.

Poster

“Save for a Vacation.”

“Save a definite amount each day for your next vacation. Start now.”

X.

START THE CHILDREN EARLY

Properties

Enlarged photographs, framed or unframed, of babies or small children.

Poster

“Will Your Baby, Grown Up 20 Years from Now, Start Life with a Working Capital?”

“\$1.00 a week deposited in your baby’s account will place him in a commanding position at 21 with over \$1,500 in cash.”

“Start his account today.”

Set poster in middle with photographs arranged on either side. The drawing power of this display depends entirely upon the attractiveness of the subjects of the photos. A good selection of baby photos, either smiling or crying, can be obtained from a local photographer, and will attract fine attention.

XI.

ANCIENT AND CURIOUS COINS

Properties

A collection of rare and interesting old coins, such as can be gathered from various sources in every town.

Poster

“Ancient and Curious Coins.”

“Other interesting and instructive displays will appear from time to time. Watch our windows.”

This display of old coins will, of course, depend upon what can be secured for display purposes along this line. The copy for the poster is merely a suggestion of one that has been used, but, of course, may have to be changed to suit any one particular display. Small lettered cards, descriptive of any particular coin or class of coins shown, of special interest, should be used. This display will attract wide publicity, and is most appropriate in a bank window.

XII.

COINS OF OUR ALLIES

Properties

Standard coins of all or as many of the Allied Nations as can be secured. It is preferable to have the standard unit of value, corresponding to the American dollar, if possible. For instance, French franc, Russian ruble, Italian lira, Japanese yen, English pound, etc.

Poster

“Coins of Our Allies and Their Equivalents in American Money.”

Lettered Cards: Have a card lettered for each different national coin, giving its name and its American equivalent.

This display will attract a world of attention if the coins are properly displayed. Set the poster in the center with the coins and lettered cards on either side. Place the foreign coin with its American equivalent with the descriptive card back of it,—for instance, a five-franc note and 85 cents in American money side by side. In showing the coins, proceed along the same general lines used by jewelers in their windows, having each coin raised up from the deck of the window on a little stand or box covered with plush.

XIII.

OLD AND RARE CURRENCY

Properties

Collection of old currency of Civil War days, "shin plasters," "wildcat" bank currency, etc.

Poster

The copy of the poster will depend upon the currency secured, and should be merely descriptive of it, with perhaps one or two figures pertaining to the amount of it used at any time, etc.

This display, like the coin display, will attract good attention and is very appropriate for bank windows. The currency must be displayed to suit conditions, so that little can be said in this connection.

Extend GO! ↑

Food \$6. ↑

clothes \$2.40 ↑

Save \$2. ↑

Wash \$3. ↑

Save \$1.40 ↑

How to Save

How to Spend

How to Save

Food 30%

Save 10%

Entertainment 15%

Rent 25%

Clothing 12%

Savings 4%

Personal Economy

Company Savings & Savings Bank

Capital \$1,000,000.00

Surplus \$1,000,000.00

How MONEY GROWS

97% of the money you invest in the bank grows.

W. A. MURPHY, Head Office

W. L. HARRIS, Cashier

OLIVER G. SMITH, Supt.

L. B. TOWNE, Asst. Supt.

RE. J. WILSON, Asst. Cashier

N. C. F. LINS, Asst. Cashier

W. D. A. J. H. AND ASSOCIATES

Save on a Vacation

Read Our Booklet "How You Can Afford It"

THE "HOW MUCH TO SAVE," "HOW MONEY GROWS" AND "SAVE FOR A VACATION" DISPLAYS

XIV.

BEE DISPLAY

Properties

Observation glass hive of bees, with bees shown at work inside on the comb. Products of bees, strained honey, bees wax, comb foundation, etc. Also pictures of apiaries, and "close-ups" of a bee.

Poster

"SAVING for the Future is an Instinct with the
Bee."

"If not an instinct with you, it is worth cultivating as a habit."

"Open an account today."

Place bees just to one side of center, with poster on other side near center. The bees will attract a big crowd, so that the poster should be placed as near to the hive as practical in order that people will not be apt to overlook it in watching the bees. The bee products and pictures can be arranged to suit convenience. This display is one of the best "drawing cards" possible and is at the same time entirely appropriate for use in a bank window.

XV.

GIVE YOUR SON A START

Properties

Pictures of young man about 21, and of different stages of his boyhood, from a baby up.

Poster

“Ninety Per Cent. of all Young Men Start Life with no Capital. Give your Son the Advantage of a Working Capital.”

“Open an account in his name today. \$1.00 or more.”

Set poster in center with pictures set across front of window in order of age, from left to right, as one reads. This window is really very effective in its results, especially in opening children's savings accounts.

XVI.

HOW MUCH TO SAVE

Properties

Lettered cards: "Food, 30%"; "Rent, 25%"; "SAVE 10%"; "Clothes, 12%"; "Household, 13%"; "Education and Recreation, 7%"; "Extras, 3%."

Twenty dollars in silver.

Poster

"How to Spend." "How Much to Save."

"Start a savings account today, 4% interest."

(Circular chart in center with above figures arranged in seven quadrants.)

Set poster in center with lettered cards arranged along front of window. In front of each card have placed in money the amount that would be devoted to that particular item from a salary of \$20 a week. For instance, have one card lettered as follows: "Salary, \$20.00 a week; rent, \$5.00." In front of this card place five silver dollars, doing the same with each of the other six cards. This display will create considerable interest.

XVII.

WHAT A DIME WILL BUY

Properties

Ten-cent loaf of bread, ten-cent can of condensed milk, ten-cent can of shoe blacking, and various other staple articles that can be purchased for ten cents.

Poster

“What a Dime Will Buy!”

“Are your dimes spent to good advantage? A Home Safe will help you save them. Start now.”

Set poster in center, with the ten-cent articles arranged on either side. The novelty of such a display in a bank window will draw a good crowd and the idea suggested is a good one for saving.

XVIII.

HOW TO BUY CLOTHES

Properties

Set of tailor's samples, fashion plates, and other properties that would be used in a tailor display.

Poster

“New Clothes Require a Definite Expenditure
Each Year.”

“Save \$2.00 or more a week for your clothing
fund, and earn 4% on the money.”

Place poster in center, with the tailor display arranged attractively around it. The properties for the display will be gladly loaned by any local tailor for placing an advertising card in the window. The tailor may also cooperate in arranging the display.

XIX.

THE COMPARATIVE VALUE OF A DOLLAR

Properties

A quantity of potatoes, flour or beans.

Poster

“A Dollar Buys Less Now Than in Ordinary
Peace Times.”

“Save your dollars now to buy more after peace
is declared.”

“\$1.00 opens a savings account.”

The amount of potatoes used depends upon the market value at the time of the display. Place the poster in the center, with one dollar's worth of potatoes on one side (present market value) and one dollar's worth of potatoes at the average market value on the other side. Place a card in front of each pile of potatoes, showing the weight of potatoes that can be obtained now for a dollar and the weight that can be obtained under normal conditions, as determined by an examination of market quotations during a period of perhaps five or ten years. The general average previous to the war in most localities was about 1½ cents per pound. The same idea of a display can be carried out by comparing flour prices, or bean prices, or prices of any commodity that has shown remarkable rising tendencies since the war started.

XX.

CONSERVATION

Properties

An assortment of home preserved fruits and vegetables of as many kinds as possible. These samples can often be obtained through coöperation with the State or City Defense League of your locality, which is interested in increased saving and economy.

Poster

“Preservation is Conservation.”

“Help conserve the Nation’s food supply and save money in your household expenses by preserving fruits and vegetables in season.”

“Bank what you save.”

Set this poster in the center and arrange the jars of fruit and vegetables attractively, preferably with the name of each kind on a card placed in front of the jar.

This display will attract many women passing on the street and is a very timely display during the period of the war.

XXI.

PATRIOTIC SAVING

Properties

A large variety of home garden products, vegetables, etc., preferably selected from some prize Home Garden of your city. Lettered cards giving the name and quantity of each vegetable raised in the garden.

Poster

(1): "Patriotic Saving!"

"Back yard truck gardening is as much a patriotic duty as fighting in the trenches."

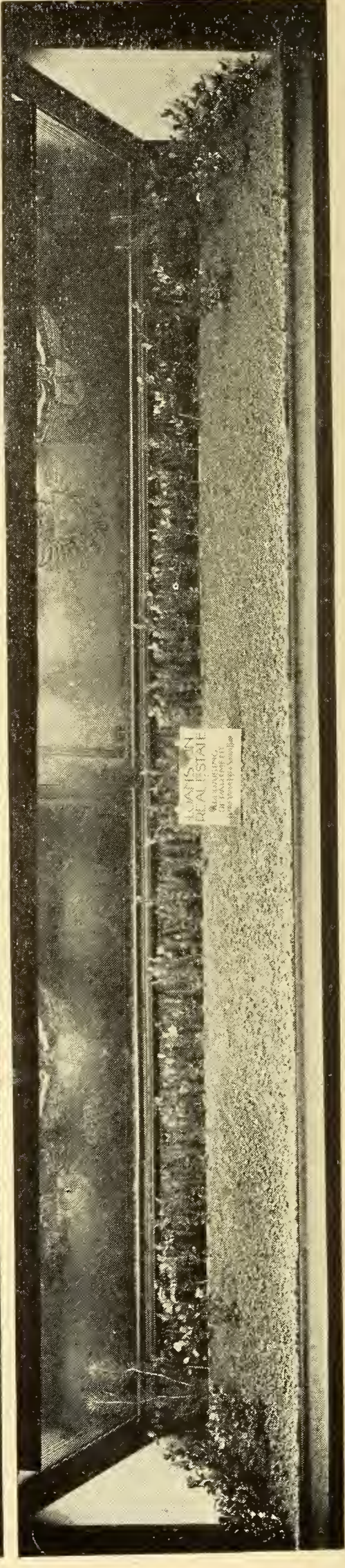
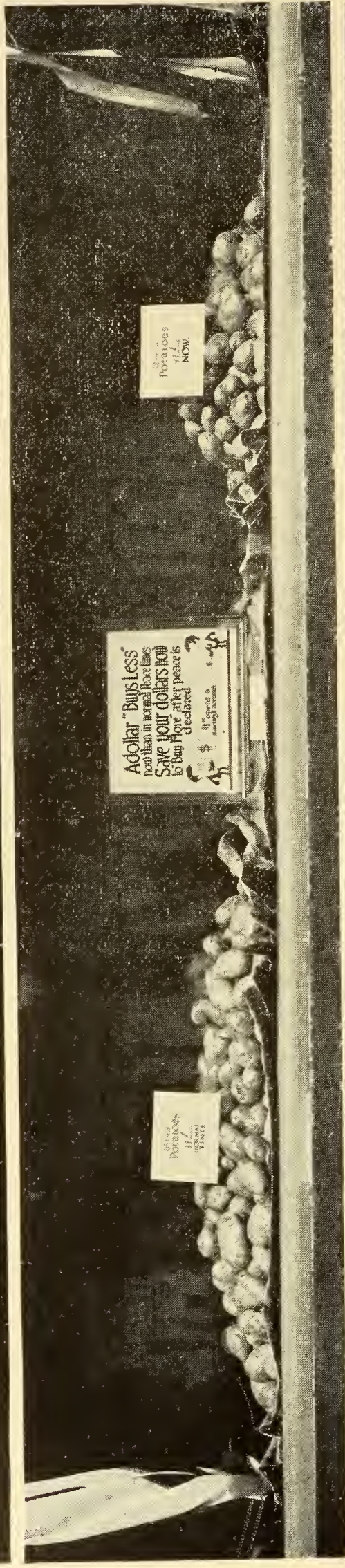
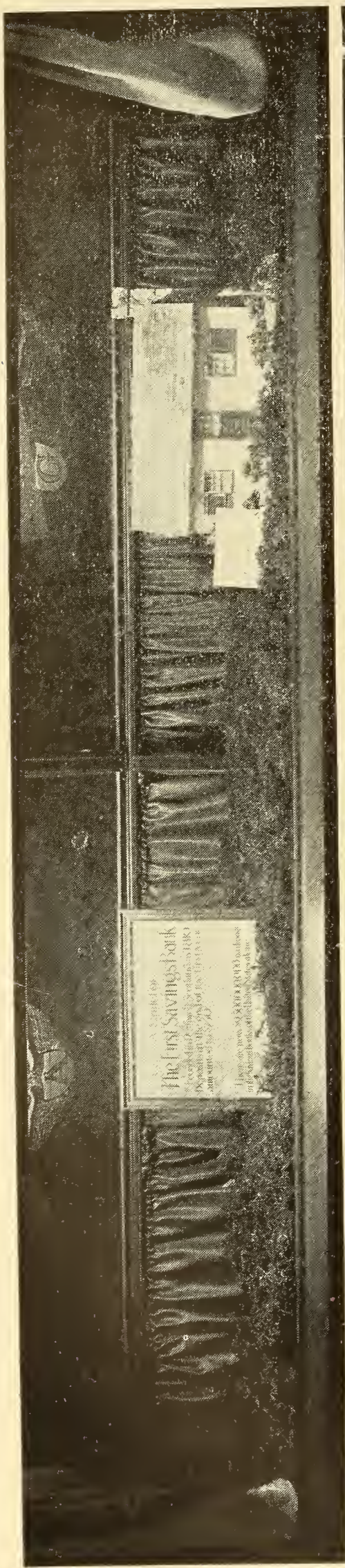
"A vacant lot 50x150 will produce 2000 lbs. of potatoes, 500 lbs. of beans, or all the vegetables a family can use."

Poster

(2): "Samples and quantities of various vegetables raised since ———, 1918, on a Home Garden — x —. Cost of seed, \$—. Value of products, \$—."

Set the posters one at each side, with the vegetables displayed appropriately. Place a card in front of each sample, giving the name and quantity of each product raised.

If a good selection of vegetables is obtained, this display will draw lots of interest and do much good in advancing the cause of home gardens and home economy.



SOME "THRIFT" DISPLAYS AND ONE FOR THE LOAN DEPARTMENT

II.

SERVICE DISPLAYS

I.

KEEPING YOU INFORMED

Properties

Samples of the Bank's newspaper advertisements,
booklets and literature.

Poster

"Keeping You Informed."

"Samples of the newspaper advertisements and
booklets used by this Bank."

Place poster in middle, with advertisements and booklets arranged systematically on either side. Do not put them in hit or miss fashion, as it does not look well. Thrift advertisements, service advertisements, etc., should be segregated if possible to show some order and system in the advertising. Descriptive card may be used effectively, showing various purposes of different ads.

II.
CERTIFICATES OF DEPOSIT

Properties

Samples of Certificate of Deposit forms of different denominations offered by the Bank.

Poster

“Coupon Certificates of Deposit.”

“A most convenient form of Term Investment. 4% payable semi-annually. Inquire at Window No. —.”

Place poster in center with the samples of Certificates of Deposit arranged on either side.

III.

CHECKING ACCOUNTS

Properties

Samples of various kinds of commercial pass-books and check-books with covers issued to customers. Also a few deposit slips in pads.

Poster

“Checking Account Opened with an Initial Deposit of \$100.00 or more. Inquire at New Account Department.”

This is a very simple display, calling attention to the commercial department of the bank. Place the poster in the center with the check-books and pass-books arranged around it.

IV.

TRAVELERS' CHEQUES

Properties

Samples of Travelers' Cheques.

Poster

“Travelers' Cheques.”

“Safe

Convenient

Inexpensive.”

“Window No. —.”

Set poster in center, with Travelers' Cheques shown on either side. The attractiveness of the display will be increased by showing posters of people using Travelers' Cheques, which posters can be obtained from the Express Company issuing the Cheques.

V.

GENERAL BANKING SERVICE

Properties

Several small lettered cards enumerating the varied services of the Bank,—“Foreign and Domestic Exchange,” “Checking Accounts,” “Savings Accounts,” “Collections,” “Trust Services,” “Commercial Loans,” “Mortgage Loans,” “Information Desk.”

Poster

“Somewhere in the _____ Bank is a Department That Can be of Service to You.”

Place poster in center with cards arranged across window. Back of each card or in front of it, place some bank literature pertaining to that particular department; for instance, a commercial pass-book and check-book with the card, “Checking Accounts”; a trust booklet with the card, “Trust Services”; draft forms with the card, “Foreign and Domestic Exchange,” etc.

VI.

BANK PROTECTION

Properties

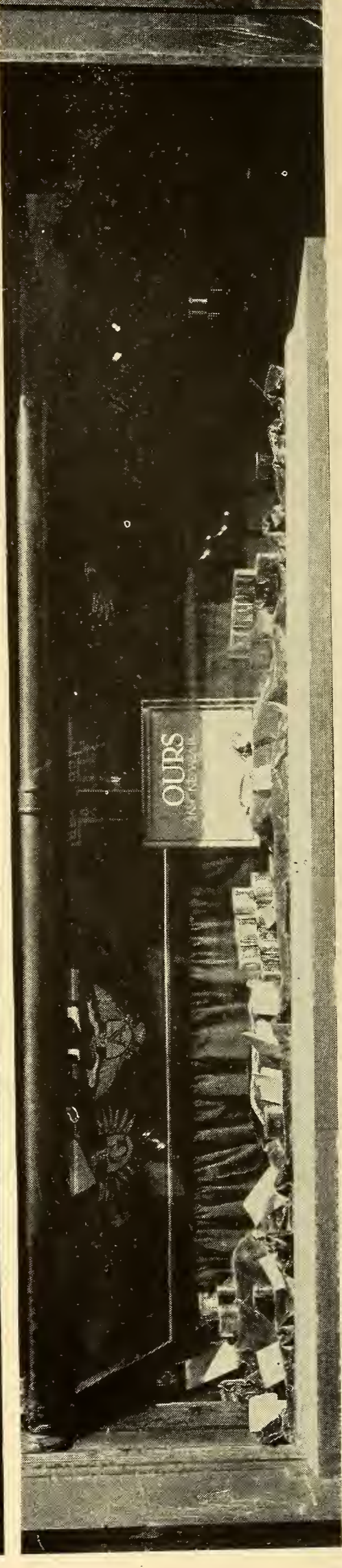
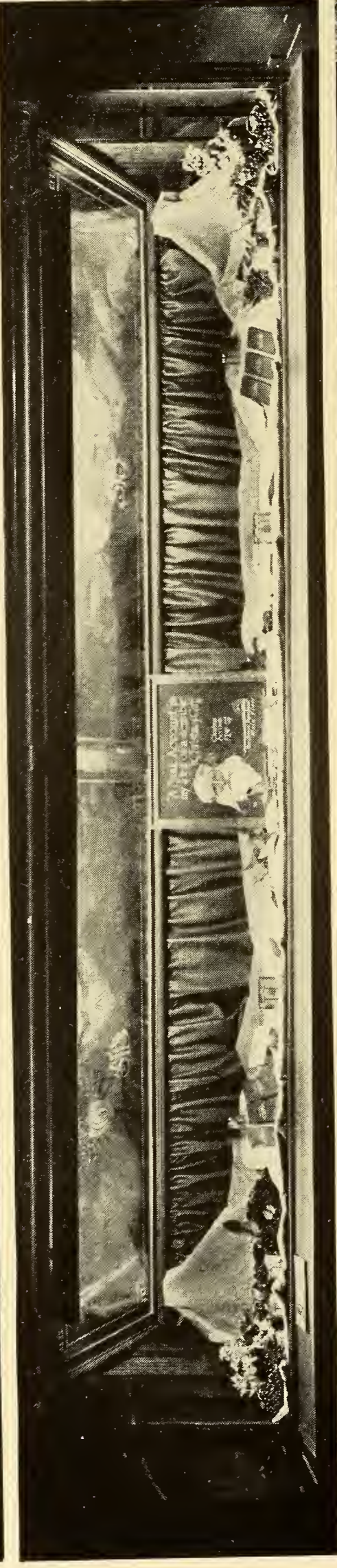
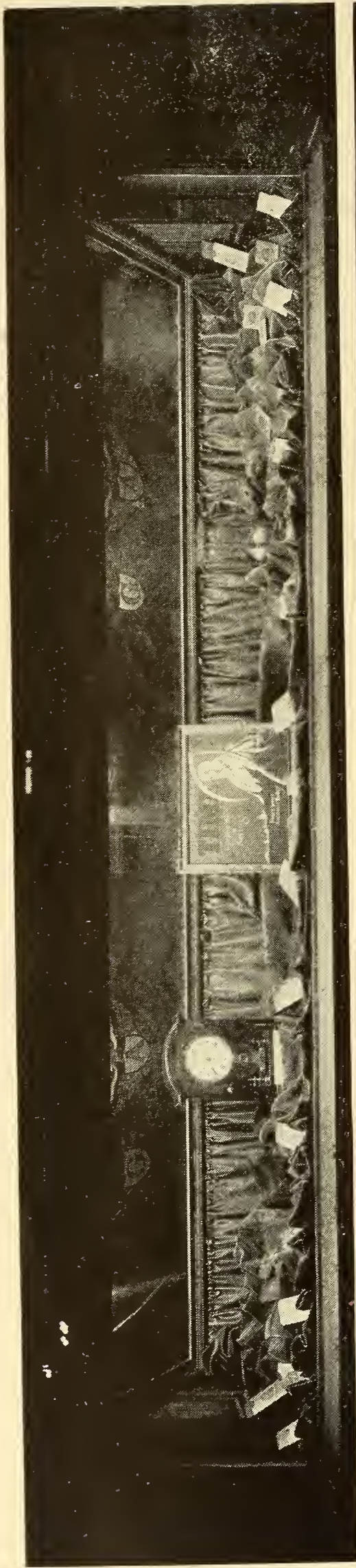
Two or three check-protecting machines, such as are used by the bank. Some sheets or samples of the safety paper used by the bank in its checks and drafts. Also several samples of checks properly filled out on the check-protecting machines.

Poster

“For Your Protection.”

“Safety paper and check-protecting machines used by this Bank to protect checks and drafts against alteration.”

The check-protectors can be borrowed gratis from the concern with which your bank does business. Set the poster in the middle with the machines and samples of paper arranged on either side. Set a sample of the work done by each machine in front of that machine.



MORE "THIRTT DISPLAYS"

VII.

MACHINE-MADE STATEMENTS

Properties

Statement machine such as is used by the bank. Samples of statement forms given to customers of the commercial department. Also have two or three statements made out with fictitious names and amounts, as an example of the way a properly made machine-made statement looks.

Poster

“Machine-made Statements.”

“This Bank is equipped with the most modern facilities for increasing the efficiency of our service to patrons. Any customer of our commercial department can secure on a few moments’ notice a complete and correct statement of his account, prepared on our special statement machines.”

Set poster in center, with machine at one side and samples of statements on the other. This window is very simple, but effectively portrays an interesting detail of modern banking methods.

VIII.

LADIES' CHECKING ACCOUNTS

Properties

Lady's handbag. Leather-covered check-books and pass-books such as are offered to women customers. Some dainty background of plush or silk is preferable for use with this display."

Poster

"The Daintiest of Check-books for Milady's Shopping Tour, and Convenient, Too."

"With Checking Accounts at the New Account Department."

This display is meant to appeal to the women and should be arranged artistically and daintily. The lady's bag, half opened, with the check-book showing inside, should be displayed by itself in the center as prominently as possible. Set the poster right back of it. Other check-books and pass-books can be shown on either side. A vase or two of flowers (artificial or real) can be used effectively in this display.

IX.

BANK SERVICES TO TOURISTS

Properties

Check-books, pass-books, and travelers' cheques.

Poster

"Bank Services to Tourists."

Set poster in center. Display the check-books, pass-books and travelers' cheques, together with any literature or booklet pertaining to the service of the Bank or to checking accounts. Also show a card stating where travelers' cheques can be purchased and where cashed.

X.

THE SPIRIT OF CO-OPERATION

Properties

Photograph of gathering or banquet of employees or of any similar function which is common to most banks from time to time.

Poster

“The Spirit of Coöperation.”

“Officers, Directors and Employees of this Bank unite in the desire to give you Efficient Service.”

“Make This Your Bank.”

“The accompanying photograph was taken at a recent banquet of Officers, Directors and Employees of this Bank.”

The use of this kind of a display will of course depend entirely upon the practices and customs of each individual bank in carrying on activities in the interests and welfare of the employees. The outline here can be used more as a suggestion than as a fully described display, but the idea has a strong appeal to many people and can be played up according to the amount and nature of the activity of the bank in helping its employees.

XI.

UNDER STATE SUPERVISION

Properties

Framed photograph of Superintendent of Banks. Copy of the banking law. Copies of the various kinds of called reports of the banking department. State flag or emblem.

Poster

“Under State Supervision.”

Set poster on one side and photo on the other side of the center. Banking law and called reports at either end, with lettered cards describing each and how it is used. Drape the flag over the poster and the photo. (This same idea can be carried out with national banks by making the few obvious changes.)

XII.

BANK EXPENSES

Properties

Samples of some of the various kinds of supplies, stationery, etc., used by the bank.

Poster

“Total, \$3000.00 a Day.”

“\$2000.00 a day paid out by this Bank in Interest to Depositors.”

“\$1000.00 a day paid out by this Bank in Salaries and Other Expenses.”

“150 Employees.”

“A Bank worthy of the support of ——— people.”

Lettered Card: “This Bank buys each year about 1,000,000 checks, 25,000 blotters, 500,000 deposit slips, 50,000 letter heads, 60 quarts of ink, 100,000 stamped envelopes, 50,000 statement sheets, 3000 high-grade pencils, 25,000 pen points, 25,000 pass-books.”

“A Bulwark to the Economic Strength of this Community.”

Place poster on one side and lettered card on other. Display samples of each of the different kinds of supplies listed. Such a display is effective in placing the bank in a favorable light as an industrial benefit to the city.

XIII.

INFORMATION BUREAU

Properties

Samples of all different kinds of literature and booklets dispensed by Information Bureau.

Poster

“Our Information Bureau for Your Convenience.”

“Information regarding hotels, resorts, points of interest, train time, banking services, etc., may be obtained without obligation to you at our Information Bureau. In main lobby.”

Place poster in center, with samples of literature around it. Many banks have splendid Information Bureaus dispensing general and specific information about the city. This fact is well worth advertising, as many people believe that the Information Bureau is to give information about the bank only.

XIV.
FOREIGN CURRENCY

Properties

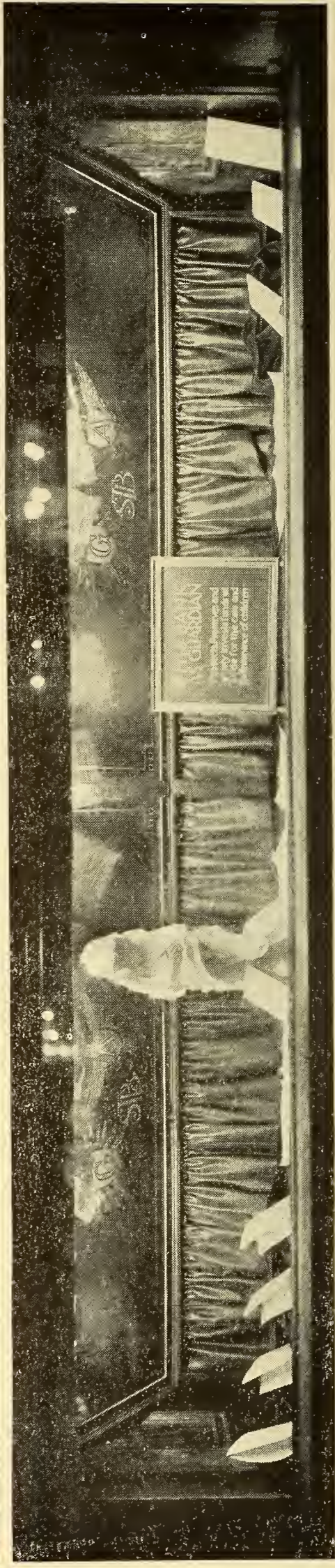
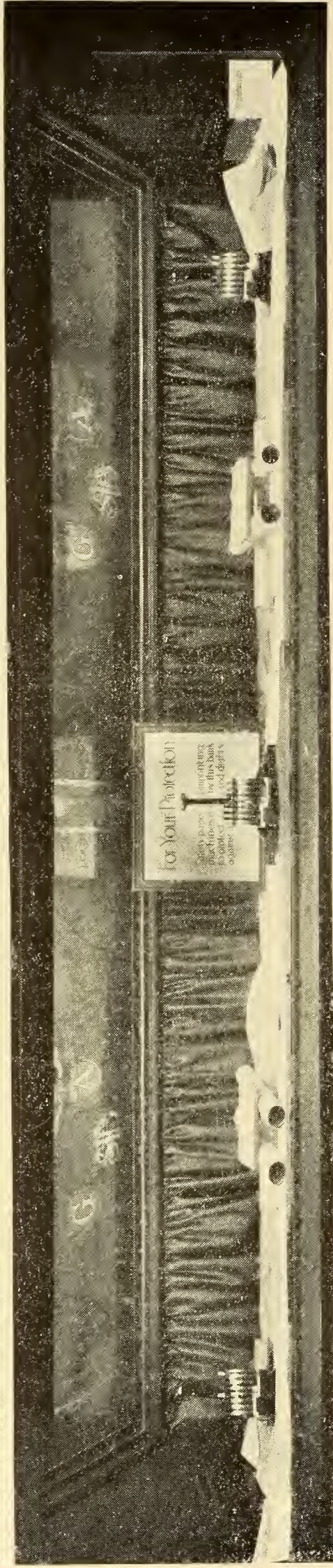
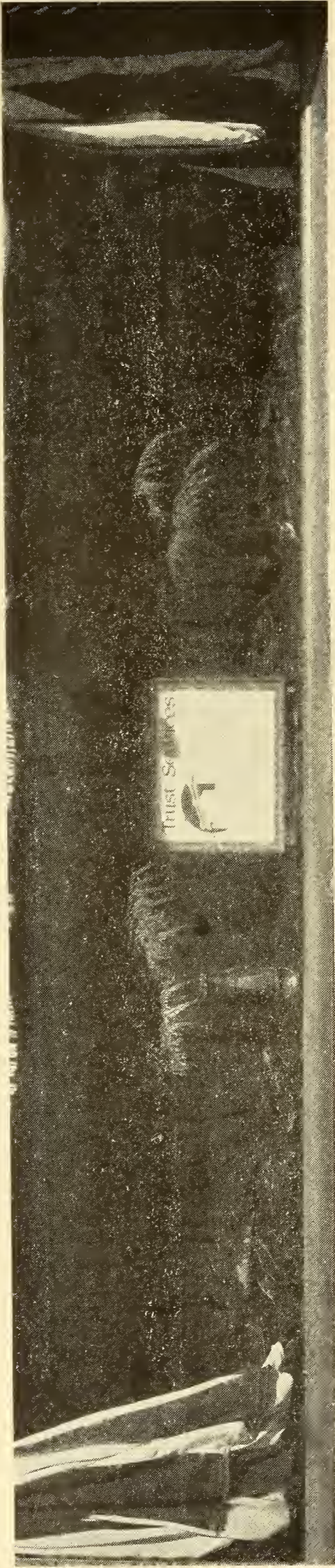
Fifteen or twenty French five-franc notes.

Poster

“New French 5-Franc Currency, Issued by the
Bank of France.”

“Carried by soldiers leaving for the Front. A
splendid method of sending small remittances to
friends in the Trenches. Exchange Department,
Window No. —, will supply you.”

Set poster in window, with French currency displayed
around it. Such a distribution of French currency is ordi-
narily not a regular bank service, but under the present
circumstances is effective in demonstrating the bank's pro-
gressive and up-to-date service.



A "BANK PROTECTION" AND TWO TRUST DEPARTMENT DISPLAYS

XV.

BANKING BY MAIL

Properties

R. F. D. mail box and also city mail box such as is used by the U. S. Government (if the latter can be secured from the postal authorities). Also supply remittance blanks furnished depositors who bank by mail.

Poster

“Banking by Mail.”

“Safely and Conveniently Transacted.”

“Special facilities for enlisted men, traveling men and others at a distance from the bank.”

“Inquire at New Account Department.”

Set the poster in the center with the mail boxes on either side and remittance blanks displayed in the foreground, with a few pass-books. Have a letter addressed to the Bank sticking out of the box, to indicate a deposit being sent in by mail.

XVI.

SERVICE TO TRAVELERS

Properties

Man's hand satchel with complete personal outfit for traveling, with pass-book, check-book, travelers' cheques and bank drafts. Also a sample letter of introduction from your bank to some bank in another city.

Poster

“When Traveling.”

“Travelers' Cheques or Bank Drafts payable in any city may be obtained at this Bank. Special Letters of Introduction furnished to Bank Patrons when going to distant points. Cable Transfers of Money.”

Set the poster in the center, with the man's satchel at one side and his check-book, pass-book, etc., showing on the other side of the window. This display may be effectively used to advertise the exchange department.

XVII.

ACCOMMODATIONS FOR LADIES

Properties

Photo or photos of ladies' room in bank, with several ladies inside, and maid (if bank has one) standing at one side.

Poster

"For the Accommodation of Our Lady Patrons."

"Neatly furnished rest-room with maid in attendance, lounges and writing desks."

Set poster in center, with photos on either side. This display will pull strongly for the bank in the eyes of women patrons. The same idea can be carried out effectively in advertising the "Ladies' Teller" and other special bank services to women.

XVIII.

OFFICIAL STAFF AT YOUR SERVICE

Properties

Photos of all the officers of the bank, with names and titles of each attached.

Poster

“At Your Service.”

“The Officers of this Bank are glad to consult with you at any time over matters of Business or Banking—a special Feature of our Efficient Service.”

Set poster in middle and show photos of officers in order across window. If possible, photos of officers at their desks would be preferable. It is of interest also to state the years of service of each officer with the Bank. It is often the case that officers of a Bank are prominent in civic affairs and well known; in which case a display of this kind would be doubly effective in definitely tying his name up with the Bank.

XIX.

BANK'S ANNIVERSARY DISPLAY

Properties

Photos or pictures of your city at different periods in its growth, especially since the founding of your Bank. Photos of different buildings occupied by the Bank, if it has ever moved from its original quarters.

Poster

“This Bank Now ——— Years Old.”

“Comparative Statement.”

18—		19—
\$————	Capital	\$————
————	Surplus	————
————	Deposits	————
————	Depositors	————

Set the poster in the center, with pictures on either side. Have small card with each picture, showing date and location in city. Many people will be interested in old photos of the city, especially before the time of automobiles, when streets are filled with horses and wagons. They will also be impressed with the bank's growth when shown in the form of a comparative statement of figures after the first year, and the latest figures.

XX.

BANK ITEMS

Properties

Samples of all different kinds of the Bank's blank forms, checks, deposit slips, collection receipts, drafts, etc.

Poster

“One Day's Work.”

“—— thousand separate items,—Checks, Deposits, Collections, etc., are handled by this Bank, yet each item is given careful personal attention by our 145 employees. Your Business will receive the same Personal and Efficient Care.”

Set poster in center and pile forms in center in front of poster in as big a pile as possible. The magnitude of a bank's operations impresses people with its strength and stability.

III.

HOME SAFE DISPLAYS



**A Good Friend
at Christmas Time
is a
Bank Account**

- start your
account
to-day

An oil man writes

- send me by return
mail
of your order
blanks for Christ-
mas Bank Accounts

Order YOUR Gift Accounts
and Home Safes... today



FLAGS of our ALLIES
joined with the
STARS and STRIPES
in Defence of
Freedom and Democracy



Get a
**FLAG DAY
SOUVENIR**

10000 Silk Flags
to be given away


FREE
June 14th

Guaranty Trust & Savings Bank

**Save Save
For Victory!**

Every dollar you spend for
luxuries, makes it harder for
your country to obtain necessities.

Help your
Country
at War.
Get a Home
Safe
Start today.



Buy Less-
Save More
for future
war Loans

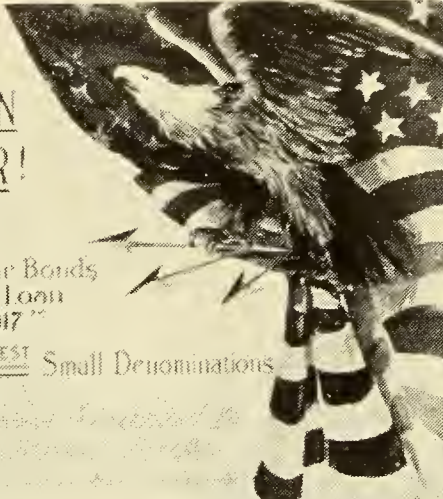
Guaranty Trust & Savings Bank

**Patriotic
Savings**



A vacant 50 x 150
lot of frontage...
in all parts of all the
residential land can use.

**HELP WIN
THE WAR!**



Buy U.S. War Bonds
Liberty Loan
of 1917

3 1/2 % INTEREST Small Denominations

Put Silverware Paintings and
other bulky valuables in our

Storage Vault

- before leaving on
your Vacation.
Reasonable Rates.
- Prompt Service.
- Safe Deposit Dept.
in Basement.
- Spring Entrance.
- Fire Elevator.



Guaranty Trust & Savings Bank

CARDS FOR BANK WINDOW DISPLAYS

I.

VOLUME OF HOME SAFE BUSINESS

Properties

About 100 Home Safes.

Poster

“—— thousand (or hundred) of these little Safes are daily teaching the Gospel of Thrift in —— thousand (or hundred) Homes.”

“There’s one for you at our New Account Department.”

Set poster in center and pile around it as many Home Safes as can be conveniently and attractively put in window. Arrange the Safes to make a big showing, to convey the idea of a large number of them. Nothing but Home Safes need be used with the poster.

II.

PAY YOUR TAXES

Properties

Several samples of city and county tax receipts, and income tax return blanks. A quantity of Home Safes.

Poster

“Pay Your Taxes by the Week.”

“Divide your taxes into fifty-two parts.”

“Save that amount each week and earn 4% interest on the money.”

“A Home Safe Will Help You.”

Set poster in center, with tax receipts displayed on either side. Also arrange a few Home Safes in display. The tax receipts should be filled in with fictitious figures and name, just as they would be filled in if regularly used. This display is typical of a number of similar displays that can be arranged to demonstrate saving for a purpose with Home Safes,—insurance premiums, lodge dues, etc.

III.

A HELP TO SAVING

Properties

A quantity of Safes and some coins,—quarters,
dimes and nickels.

Poster

“A Worth While Help to Saving.”

“These Safes are loaned FREE with Savings
Accounts of \$1.00 or more.”

“New Account Department.”

Set poster in middle, with Safes piled in background. Have two or three Safes in foreground opened up showing coins inside. Many people will be tempted to stop and look if they see money in the Safes in the window.

IV.

A YEAR'S SAVINGS

Properties

Considerable quantity of Home Safes, and 365 dimes, preferably new and shiny coins.

Poster

“Yours in One Year by Saving a Dime a Day.”

“\$1.00 makes the start and secures a Safe.”

“New Account Department.”

In this display there is made a very effective use of the attention value of a pile of coins in a window. Pile the dimes on a raised pedestal in center of window with an open Home Safe on top of the pile, in a position to indicate that it had just been opened and the dimes poured out of it. Have a few dimes showing inside the safe. Place the poster right back of the dimes or to one side. Other Safes can be arranged in background or on either side.

V.

SAFES FOR BUSINESS MEN

Properties

Top of office desk with accustomed fixtures generally going with desk.

Poster

“Home Safes for Business Men.”

“A convenient top-o’-the-desk depository for loose change. Save daily to pay insurance premiums, lodge dues, taxes and vacation expenses.”

“Safes loaned **FREE** with savings accounts of \$1.00 or more.”

The top of a regular business man’s office desk can be secured from most any local furniture dealer for the privilege of placing his advertising card in the display. Arrange the blotter, ink-well, etc., just as it would appear in real life on the desk, with various papers scattered on the desk. Set poster on desk unless it can be placed somewhere to one side so that it will be seen easily. Set a Home Safe in foreground on desk with a couple of coins laying beside it. Have tax receipt, insurance policy, etc., laying on top of desk.

VI.
SAFES FOR SALARIED WOMEN

Properties

Top of ladies' dressing table. All accessories that regularly go with dressing table set.

Poster

“Home Safes for Salaried Women.”

“Make your Home Safe a dressing-table fixture. Buy those pretty clothes you admire so much by saving regularly.”

“Home Safe loaned FREE with savings accounts of \$1.00 or more.”

The top of a dressing table can be made inexpensively by any cabinet maker. The dressing table set can be borrowed from a department store. Set the table top in window and arrange the set on it appropriately. Have a Home Safe in foreground on table, with a coin or two laying beside it. Set poster near table top and to one side. If a table lamp is used with display, have it shine on poster.

VII.

SAFES FOR SALARIED MEN

Properties

Study table set, reading lamp, books, book blocks,
desk blotter, ink stand, etc.

Poster

“Home Safes for Salaried Men.”

“When you save a dime, ‘make it safe’ in a Home Safe. Put a safe in your room and deposit in it regularly each pay day.”

“Loaned FREE with savings accounts of \$1.00 or more.”

Arrange desk blotter and study table set just as it would appear in a young man’s room. Have Home Safe in foreground on desk blotter, with a couple of coins laying beside it. Have reading lamp shining on Safe and indirectly on poster, which should set near desk blotter.

VIII.

AGGREGATE OF MONTHLY SAVINGS

Properties

Photograph of line of people at window with Home Safes in hand. Also a number of deposit slips showing small amounts deposited. Several bank books.

Poster

“\$15,000 Every Month in Nickels, Dimes and Pennies Saved by Depositors of this Bank Using Home Safes.”


“Call and get one at our New Account Department.”

“Loaned FREE with accounts of \$1.00.”

Set poster in center of window with photograph at one side. Arrange deposit slips and bank books in foreground and also display a few Home Safes. (The figures used will, of course, depend upon the volume of the Home Safe business done at any particular bank.)

SAVING

for the future is an *Instinct* with the *bee*



Open an Account Today

-If not an *Instinct* with *You*, it is worth cultivating as a *habit*.

Keep up with Expenses!



Your daily expenditures for oil and gasoline are but a part of the total cost of running your car:

Why not save daily to meet other expenses - tires, repairs, depreciation?

This chart states the amount
A Home Safe will help you save it
GET ONE TODAY

NEW CLOTHES



REQUIRE A DEFINITE EXPENDITURE EACH YEAR

Save \$2. or more a week for your clothing fund & earn 4% on the money.

A Home Safe will help you save it.

GUARANTY TRUST & SAVINGS BANK


A Bank Balance comes in handy in VACATION TIMES



A week at Catalina. A trip to the mountains. Worth saving for. Start Today!

Guaranty Trust & Savings Bank

YOUR CHANCES FOR SUCCESS



65 out of 100 Men die poor


Improve your chance by systematic saving

Start an Account To-day

Guaranty Trust & Savings Bank

St. Thomas St. Croix St. John

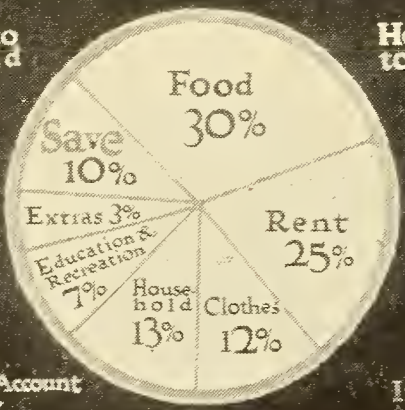
America's Newest Acquisitions



Purchased from Denmark for \$25,000,000.

Approximately the deposits in this Bank
GUARANTY TRUST & SAVINGS BANK

How to Spend



Food	30%
Rent	25%
Clothes	12%
House hold	13%
Education & Recreation	7%
Extras	3%
Save	10%

How much to Save

4% Interest


Start a Savings Account Today.

Guaranty Trust & Savings Bank

What a Dime Will Buy!

Are your Dimes spent to good advantage?

A Home Safe will help you Save them **Get One NOW!**



GUARANTY TRUST & SAVINGS BANK

CARDS FOR BANK WINDOW DISPLAYS

IX.

SAFES FOR CHILDREN

Properties

Several pictures or photographs of children in characteristic poses or attitudes. Home Safes and bank books.

Poster

“Home Safes for Children.”

“Money earned on ‘chores’ and odd jobs will be diligently and regularly saved in a Home Safe.”

“An invaluable teacher of thrift for children, important in their proper education.”

“Loaned free with Savings Accounts of \$1.00.”

Set poster in center with photographs or pictures arranged on either side. Set bank books and Home Safes in foreground with a few coins laying beside them or sticking out of slots.

X.

HOW MUCH YOU CAN SAVE

Properties

Ledger cards from the savings department showing the accounts of a few users of your Home Safes who have saved in small amounts, but regularly over a considerable period of time. The name on the ledger card can be covered up if desired. A quantity of Home Safes.

Poster

“Surprising How Much You Can Save with One of Our Little Metal Home Safes.”

“Get one today and start saving regularly.”

“Loaned with savings accounts of \$1.00.”

Set poster in middle with sample ledger cards on either side. Place a small lettered card in window, with ledger cards describing what they represent. Set Home Safes in foreground with a few pass-books.

IV.

THRIFT DISPLAYS

I.

THE OLD STAND-BY

Properties

A large quantity of savings pass-books.

Poster

“The Old Stand-by.”

“Illustrating our Term Savings Bank Book.”

“More than \$————— of our deposits are held in Term Savings Accounts.”

“Have you a Term Account? They are worth while. 4% compounded semi-annually.”

“New Account Department.”

When the poster is made, have a Term Pass-Book glued to the poster in one corner and appear as if it is part of the poster. Set the poster in the middle with the pass-books arranged on either side. Use a large number of books which can be temporarily taken from the stockroom. Most of them can be left in their original packages, just enough showing to indicate a large number of pass-books.

II.

A FRIEND OF FORTY THOUSAND

Properties

Large quantity of Term Savings Pass-Books.

Poster

“A Friend of ———— Thousand.”

“——— thousand of our depositors carry a Savings Pass-Book.”

“A good friend in prosperity—invaluable in adversity.”

“New Account Department.”

Have a Term Savings Pass-Book glued to poster in one corner. Set poster in center, with pass-books arranged on either side. If convenient, a photograph of a line of depositors at a savings cage may be shown with the display.

III.

OTHERS SAVE—YOU CAN

Properties

Pictures or photographs of several family scenes at home, with man and wife looking at bank book. Satisfaction and contentment portrayed in pictures. Also have a quantity of pass-books.

Poster

“Save Money.”

“Others Do—You Can.”

“Start Today.”

“New Account Department.”

Set poster in center with pictures arranged on either side and pass-books shown in foreground. The attractiveness of this display will depend largely on the pictures used, so that considerable care and time should be taken in selecting good pictures with a drawing appeal. Selections can be found at almost any art store.

IV.
YOUR CHANCES FOR SUCCESS

Properties

100 billiard balls, 65 of them red, and 35 white.

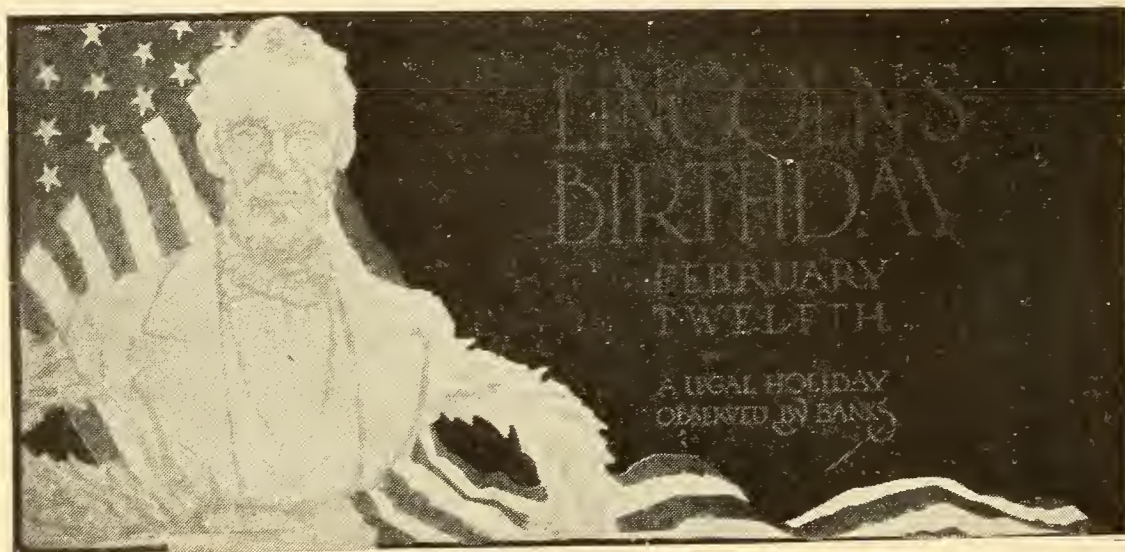
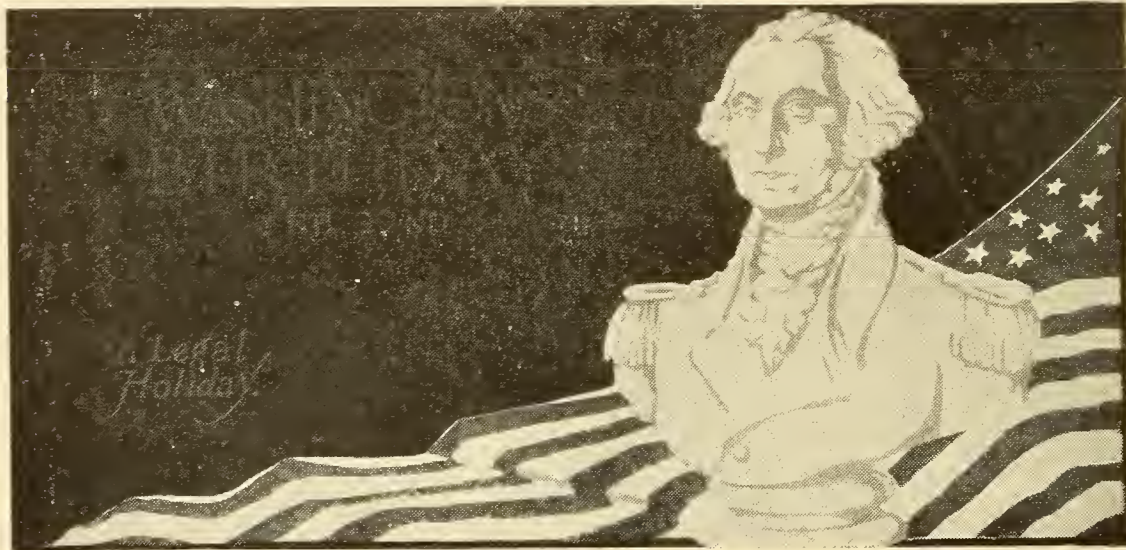
Poster

“Your Chances for Success.”

“65 out of 100 men die poor. Improve your chance by systematic saving.”

“Start an account today.”

Set the poster in the center with the billiard balls laying around on either side, red and white mixed. Place a Term Savings Pass-book on a raised pedestal and run several ribbons from the pass-book down to a few of the *white* balls. The 35 *white* balls represent the men who do not die poor, through the practice of saving.



CARDS FOR SPECIAL WINDOW DISPLAYS

V.

SAVE FOR A HOME

Properties

Small model house. (If unable to conveniently secure a model house, several pictures of houses, such as are used by real estate agents, may be substituted.)

Poster

“When it Hatches.”

“That Home of Your Own.”

“Start your account today.”

Set model house in window with poster at one side. If photographs of houses are used, set the poster in the center with photos on either side. A few Home Safes and pass-books may also be appropriately displayed with this. (This same idea may be carried out by using a model farm or photographs of scenes on a farm, conveying the idea of saving for a farm.)

VI.

TWO HUNDRED YEARS OLD

Properties

One or two old relics, perhaps 200 years old,—
an old watch and chain, a book or something of the
sort may be used, or a flintlock dueling pistol.

Poster

“204 Years Old.”

“\$100.00 deposited in 1714 at 4% interest, com-
pounded semi-annually, would now have grown to
\$325,000.00.”

“Let ‘4% Compound Interest’ work for you at
the _____ Bank.”

“Start Now.”

(Instead of having this poster made in the con-
ventional way, the lettering may be put on an old
piece of brown paper, torn at the edges and with
the appearance of age, representing an old parch-
ment scroll.)

Set poster in center with old relics on either side. Place
descriptive card near each relic shown. Have at least one
of the relics of the same age as the figures used on the
poster.

VII.

TEN WEEKS TO CHRISTMAS

Properties

Several Christmas packages, bank books, \$5.00 in halves and \$10.00 in silver dollars.

Poster

“10 Weeks to Christmas.”

“Start saving now for your Christmas shopping money.”

Two Cards

(a) “Save 50c. a week. Have \$5.00 to spend for Christmas gifts.”

(b) “Save \$1.00 a week. Have \$10.00 to spend for Christmas gifts.”

Poster in center with the two cards placed on either side. In front of the \$5.00 card place the ten halves on a small stand. Place the ten dollars similarly in front of the other card. Display the Christmas packages in front of the poster and bank books on either end of the window.

VIII.

SUCCESSFUL MEN SAVE

Properties

Pictures or photos of several prominent men who have made public statements on savings as, for instance, J. Pierpont Morgan, John Wanamaker, Gladstone, Carnegie, Rockefeller, etc. Home Banks and bank-books.

Poster (bearing quotations from these men):

(1) "A small bank account pays a large dividend socially in addition to its steady financial returns."—*Morgan*.

(2) "The difference between the clerk who spends all of his salary and the clerk who saves part of it is the difference—in ten years—between the owner of a business and the man out of a job."—*Wanamaker*.

(3) "A boy that is taught to save his money will rarely be a bad man or a failure."—*Gladstone*.

(4) "The man who cannot and does not save money, cannot and will not do anything else worth while."—*Carnegie*.

(5) "Real opportunity comes only to the man with ready money."

Set the card in the center with pictures on either side. Attach ribbons to the card at points opposite each quotation and the other end to a Home Bank or pass-book lying in front of the picture to which that quotation refers. Use Home Banks and pass-books in background.

IX.

PILE YOUR PENNIES

Properties

About \$20.00 or \$30.00 in pennies. A few Home Banks and pass-books.

Poster

“Pile Your Pennies.”

“Riches amassed in haste will diminish, but those collected by hand and little by little will multiply.”—*Goethe*.

“Start Saving Today.”

Pile the pennies in a heap in the center of the display. The larger the pile, the more effective it will be. Set poster at one side with Home Banks and pass-books on the other side. This display draws attention and is very simple and inexpensive.

X.

TEACH CHILDREN TO SAVE

Properties

Pass-books and Home Banks. Pictures of children.

Poster

“Teach Your Children to Save.”

“A boy that is taught to save his money will rarely be a bad man or a failure.”—*Gladstone*.

“Start an Account for Your Child Today.”

Set the poster in the center with the pictures of children arranged on either side. Use the pass-books and safes in the background.

XI.

SUCCESSFUL SAVING

Properties

Several ledger cards of savings accounts. An equal number of small easels upon which to set these cards.

Poster

“Records of Successful Saving.”

“Ledger cards of several selected Savings Accounts. Their owners are saving regularly and systematically.”

“Are you Saving Anything for the Future?”

Set the poster in the center with the ledger cards on their easels arranged across the window. This display will cause many people to stop and study the cards, and will get good attention.

XII.

GRAPHIC DISPLAY OF SAVINGS ACCOUNT

Properties

A graph showing a steadily rising line to indicate the growth of some depositor's savings account. Photograph of depositor. Quantity of bank books. (In having the graph prepared, an account should be chosen which has grown steadily. The depositor should be interviewed and permission obtained for using his photograph and name in the display. Many people will be complimented and pleased in having the Bank single out their account as a model. The graphic line should cover a period of two or three years, the amounts in dollars showing vertically and the months horizontally.)

Poster


“Chart showing the steady increase in the savings account of Mr. of street,”

Set the chart in the center with the photo of the depositor on one side and the poster on the other. Many people will study a chart of this kind.



"A Bank Account is
my idea of a sensible
Christmas Gift"

Christmas
Accounts
\$100 and
up



SAVE UP
AND GO TO
COLLEGE

Start your
Account Today

**SAVE
For a
Vacation**




Start
Your Account
To-Day

Surprising

How much you
can save in a
year with

**HOME
SAFE**



CARDS FOR BANK WINDOW DISPLAYS

XIII.
CHILDREN SAVE

Properties

An assortment of toys suitable for small children.

Poster

“Your Children Will Save.”

“Start a Bank Account for Them Today.”

Set the poster in the center with the toys arranged attractively on either side. This display will draw the attention of children passing with their parents.

XIV.

NATIONAL SAVING

Properties

Small flags or printed flags of the following nations: Switzerland, Denmark, Sweden, Belgium, France, Germany, England, Japan, Italy, United States.

Poster

“Thrift in Foreign Nations.”

“Figures showing the number of persons per thousand having savings accounts, in foreign nations and in the United States.”

Place the flags in the window and in front of each flag set a card bearing the name of the nation and the number of people per thousand who have savings accounts: Switzerland 554, Denmark 442, Sweden 404, Belgium 397, France 346, Germany 317, England 307, Japan 270, Italy 220, and United States 99. Set the poster in the center of the window, and the flags across the window in the given order.

XV.

THRIFT OF JAMES J. HILL

Properties

Picture of James J. Hill. Copies of books written by him. Railroad equipment,—lanterns, signal flags, etc.

Poster

“James J. Hill Saved.”

“Will you be a success or a failure? Here is the test—are you able to save money? If not, drop out; you will lose.”—*James J. Hill.*

Set the poster in the center with the railroad equipment in the background to give the railroad “atmosphere,” and Hill’s books at one side.

V.

LOAN DISPLAYS

I.

LOANS ON REAL ESTATE

Properties

Sheet iron pan to fit window. Fill pan with dirt and set a border of small box-wood or similar plants around edge. Place a small tree or two in the middle.

Poster

“Loans on Real Estate.”

“Loans on improved or unimproved city property. Inquire at Appraising Department.” (Instead of the conventional style of poster this may be made in the form of a real estate sign board.)

Set the pan with dirt and shrubbery in the window and stick the sign-board in the center. The novelty of such a display to advertise real estate loans will draw no little attention.

II.

LOANS ON COUNTRY PROPERTY

Properties

Model farm set up to fit window. If model farm cannot be conveniently obtained, pictures or photographs of farm scenes may be used as a substitute.

Poster

“Loans on Country Property.”

“This Bank has money to loan at current rates on improved country property.

“—% of the loans of this Bank are on country property in this and nearby counties.”

“See our Appraising Department.”

A model farm can often be borrowed for use in a display from some real estate concern. If not, one can be improvised to a more or less elaborate degree at varying costs. If preferred, good photographs of farm scenes may be used almost as effectively. If a model farm is used, the poster copy may be painted on the side of a barn if desired as a variation.



Start Your Account To day

There is reason for Thanksgiving in a **Bank Account**

The Old Year Gone The New Year Ahead

Bank Account

others Save You Can.

When it Hatches

Start your Account To day.

That Home of your own.

When it Hatches

Start Your Account Today.

That Little Ranch

CARDS FOR BANK WINDOW DISPLAYS

III.

LOANS ON BUSINESS PROPERTY

Properties

A profile scenery set of a downtown business section of the city. If desired, photographs of different sections of the business district of your city may be substituted. If possible, secure a photograph of a certain section of the city, perhaps 20 years ago, and another of the same section at the present time, showing the results of improvements and developments made possible by bank loans largely.

Poster

“Loans on Business Property.”

“The wonderful progress in the development and improvement of this city has been due in no little degree to loans made by this Bank.”

“Inquire at our Appraising Department concerning loans on improved and unimproved business property.”

Set the poster at one side if a profile scenery set is used, or else have the poster copy painted on the side of a building. Comparative photographs of the city's growth are always interesting and will attract considerable attention.

IV.

LOANS ON COMMERCIAL PAPER

Properties

Samples of bonds, stocks, notes, acceptances and other commercial paper.

Poster

“Loans on Commercial Paper.”

“All the varied financial needs of modern business may be conveniently and quickly cared for at this Bank.”

Set the poster in the middle with the various kinds of commercial paper arranged on either side.

V.

LOANS ON RESIDENCE PROPERTY

Properties

Photographs or pictures of several residences of different classes, such as the bank would make a loan on.

Poster

“Loans on Residence Property.”

“This Bank will receive applications for mortgage loans on improved residence property.”

Set the poster in the center, with the photographs or pictures (preferably framed) arranged on either side.

I.

WILLS

Properties

Copies of Trust literature pertaining to Wills.

Poster

“Free Literature on Wills.”

“Inquire at Trust Department.”

Set the poster in the center, with the balance of the window filled with will booklets. This display, although very simple, will bring in a large number of inquiries for booklets, which may be followed up by letters. The booklets should be given out only at the Trust Department, so that Trust Officers may keep a line on them to better advantage.

II. GUARDIANS

Properties

Two or three small statues or bisques of children.

Poster

“This Bank as Guardian protects, preserves and wisely invests funds set aside for the care and maintenance of children.”

Set the poster in the center, with the statues on either side. It must be remembered that effective Trust Company displays should carry with them the air of dignity and refinement to an even greater extent than a bank display. Simplicity and artistic arrangement are the key-notes. Care should be exercised in the use of the plush background used with Trust displays, as a proper arrangement of the plush will aid the display materially.

GIVE THE BABY A HOME SAFE
 Attractive - Strong - Durable
FREE WITH CHRISTMAS Savings Accounts OF \$1. or more
 New Account Department

Pay your Taxes
 by the week

DIVIDE YOUR TAXES INTO FIFTY TWO PARTS SAVE THAT AMOUNT EACH WEEK
 4% INTEREST ON THE MONEY

Home Safe will help you
 Guaranty Trust & Savings Bank

PUT A HOME SAFE ON YOUR MANTEL

A Clock tells the flight of time.
 A Safe tells the growth of your fortune

\$100 secures a Safe for your home New Account Dept.

HOME SAFES for CHILDREN

Money earned on 'chores' and odd jobs will be diligently and regularly saved in a Home Safe

An invaluable Teacher of thrift for children important in their proper education.

Loaned Free with Savings Accts of \$100 or more.
 Guaranty Trust & Savings Bank

Home Safes for BUSINESS MEN

A convenient top-of-the-desk depository for loose change. Save daily to pay insurance premiums, lodge dues, taxes & vacation expenses.

Loaned Free with Savings acct. of \$100 or more
 Guaranty Trust & Savings Bank

Home Safes for SALARIED MEN

When you save a dime, make it safe in a Home Safe. Put a safe in your room and deposit in it regularly each pay day.

Loaned Free with Savings acct. of \$100 or more
 Guaranty Trust & Savings Bank

Home Safes for HOUSE WIVES

Have a Safe handy to hold the small amounts saved in household expenses. It will help to save for those little 'extras' for which you have often wished.

Loaned Free with Savings acct. of \$1. or more.
 Guaranty Trust & Savings Bank

BABY'S PENNY FUND

Automatic Recording - Safes loaned FREE with Savings accounts of \$100 or more.

Get one for your Baby today.

CARDS FOR BANK WINDOW DISPLAYS

III.

TRANSFERRING AND LEASING

Properties

Old indentures in script. Modern lease and deed forms.

Poster

“Showing the cumbersome lease and deed forms of the 18th century as compared with those of the present day.”

“Advice on transferring and leasing property may be had in our Trust Department.”

Set the poster in the middle, with the old and the modern lease and deed forms shown on opposite sides. The old indentures on parchment may be obtained from old collections. A lettered card should be shown with each piece, indicating what it is, the dates, etc.

IV.

EXECUTOR AND ADMINISTRATOR

Properties

Trust literature. Lettered card showing the number and value of estates, trusts, etc., handled by the Trust Department.

Poster

“A 100% Executor.”

“Of all the estates and trusts handled by this Bank, there has never been one cent lost to a patron.”

Set the poster slightly at one side, with the lettered card on the other. The booklets and other literature may be placed in the background.

V.

TRUST SERVICES

Properties

Two artistic vases and several sprays of window trimmers' fern.

Poster

"Trust Services."

"This Bank acts as Executor, Trustee, Guardian, Agent, Escrow Depository, and Administrator."

Set the poster in the center, with a vase on either side. Allow the sprays of fern to arch over toward the poster artistically.

VI.
END OF THE TRAIL

Properties

Trust literature. One or two small statues of "At the End of the Trail."

Poster

"At the End of the Trail."

"Have the satisfaction of knowing that upon your death your family's interests will be cared for by a strong, experienced Bank."

"Make this Bank your Executor."

Set the poster in the center, with the statues placed on either side. (These statues can generally be found at any art store and may be borrowed often for the use of an advertising card.)

VII.

HOLIDAY DISPLAYS

I.

CHRISTMAS SAVINGS

Properties

Home Safes and bank-books, with Christmas wrappings, baby's toys, blocks, greeting cards, etc.

Poster

"Give the Baby a Home Safe."

"Attractive—Strong—Durable."

"Free with Christmas Savings accounts of \$1.00 or more."

"New Account Department."

At one side of the center of the window show a collection of baby toys, with a Home Safe and bank-book in the foreground. Any appropriate Christmas decorations,—holly, tinsel, small tree, etc., may be artistically introduced into the display to give the Christmas atmosphere. Set the poster at one side.

II.

A GOOD FRIEND AT CHRISTMAS

Properties

Several Christmas packages, with bills attached and in plain view. Have the packages wrapped up appropriately to the season.

Poster

“A Good Friend at Christmas Time is a Bank Account.”

“Start Your Account Today.”

Set the poster in the center and arrange on either side the packages of various sizes and shapes. Have attached to each package a bill with some amount showing,—\$2.40, \$1.50, etc., representing the expenses connected with Christmas shopping.

III.

CHRISTMAS GIFT ACCOUNT

Properties

Cotton batting, Christmas snowflakes, heavy cardboard frame of brick chimney, and small Santa Claus pack.

Poster

“A Bank Account is My Idea of a Sensible Christmas Gift.”

“Christmas Accounts, \$1.00 and up.”

“New Account Department.”

This display requires a small amount of mechanical work in preparing and installing. Have a small frame of a chimney built, perhaps two feet square, covered with brick crepe paper. Set chimney in window and prop up around it on a slope representing a roof, sufficient cardboard to nearly fill the window. The top of the chimney and the roof can then be covered with cotton batting and sprinkled with the snowflakes (can be bought at any department store). Lay the Santa Claus pack on the top of the chimney, half showing above, with a Home Safe and bank-book sticking out of the top in Christmas wrappings. The poster should be illustrated with a Santa Claus.

IV.

A WAR-TIME CHRISTMAS GIFT

Properties

Bank-books, Home Safes, greeting cards, etc., such as your bank prepares for the Christmas Campaign.

Poster

“An Appropriate War-Time Gift—a Christmas Bank Account.”

“Useful—Encourages Thrift—May be Given in Any Amount.”

Set the poster in the center and display the Christmas trimmings on either side. The idea expressed in this display is worth spreading and makes a very effective display.

V.

NEW YEAR'S RESOLUTION DAYS

Properties

Bank-books and Home Safes. Large calendar of
the New Year.

Poster

“Resolution Days.”

“Resolved, that I will save regularly some part
of my income in 1919.”

“Start Today.”

Set the calendar on one side and the poster on the other.
Have the Home Safes and bank-books displayed in the
background.

VI.

MAKE 1919 COUNT

Properties

Bank-books and deposit slips. An old hour-glass or a model of Father Time or the Baby New Year.

Poster

“Make 1919 Count with a Savings Bank Account.”

Set the poster in the center, with bank-books and deposit slips displayed on either side. The hour-glass or model or picture of Father Time or the little New Year may be shown in appropriate positions. Any such properties typifying the New Year add immensely to the drawing powers of the display.

VII.

LINCOLN'S BIRTHDAY

Properties

Bust of Lincoln, picture of Lincoln, and any old relics of Lincoln's day,—picture of his birth-place, newspapers reporting his death, etc., that are available.

Poster

“Lincoln's Birthday.”

“February Twelfth,—A Legal Holiday observed by Banks.”

Set the poster in the center, with bust, picture and other Lincoln curios arranged appropriately on either side. An American flag may be used effectively in draping the bust. It is advisable to put a lettered card in front of each article of interest describing it. Such cards hold attention and are read after the display has attracted attention. Such a display as this, while referring in no way particularly to banking, produces a very favorable opinion of the bank with the public, and may be made very effective from the publicity standpoint if interesting in detail to hold attention.

VIII.

WASHINGTON'S BIRTHDAY

Properties

Bust of Washington, pictures of him and of Revolutionary war scenes. Any articles of historic interest connected with Washington or Revolutionary days that may be available.

Poster

“Washington's Birthday.”

“February Twenty-second—A Legal Holiday observed by Banks.”

Set the poster in the center, with bust, pictures, etc., arranged around it. This display presents even greater possibilities of making it intensely interesting than the Lincoln display, for the reason that more articles of interest connected with Washington's time are generally available than there are of Lincoln.

IX.

DECORATION DAY

Properties

A couple of small flags and also several relics of Revolutionary and Spanish American War battles, as for instance, guns, revolvers, sabres, old shells, etc.

Poster

“Decoration Day—May 30th.”

“A Legal Holiday in honor of our American War Heroes.”

Set poster in center. Drape a flag at each end of the window and display war relics and pictures appropriately. The bank using window displays should make it a point to observe all holidays with such a special holiday display.

X.

FLAG DAY

Properties

Silk American flag fastened to flagstaff. Small electric fan, blower or compressed air jet. Electric spot light.

Poster

“Flag Day—June 14th.”

“In Honor of the Stars and Stripes.”

Set the flag on the staff in the center of the window and conceal the fan or air jet at one side, so as to make the flag wave in the breeze. Turn the spot light on the flag at night. The poster can be placed on the other side of the flag from the fan. This display is most effective when the source of the breeze is perfectly concealed, which is better accomplished by using a compressed air jet.

UNDER STATE SUPERVISION

Products from Asphaltum Base Oil

California's RICHEST RESOURCE

California's Production - 1916
92,000,000 Barrels.

707 TONS of dollars

707 One-ton trucks would be required to move the deposits in this Bank, if in Silver Dollars.

\$24,000,000.00

"Buys Less" Now than in normal peace time

SAVE

your dollars now to "Buy More" after Peace is declared

\$1 starts a Savings Account

Guaranty Trust & Savings Bank

KEEPING YOU INFORMED

SPECIMENS OF OUR NEWSPAPER ADVERTISEMENTS.

Safety

Ask for booklet "Safety for Your Money" at branch or Headquarters.

Back of the \$10,000,000 loaned by this Bank are Securities and Property valued at over \$40,000,000.

Savings Deposits in this Bank cannot be loaned on bonds or Securities of any foreign government, bank, corporation, or individual.

BANK SERVICES TO TOURISTS

FREE LITERATURE ON WILLS

Inquire at Trust Department
Mezzanine Floor.

CARDS FOR BANK WINDOW DISPLAYS

XI.

FOURTH OF JULY

Properties

Declaration of Independence framed. Pictures of Revolutionary War days, scenes and American heroes.

Poster

“Nothing Gives Greater Independence Than a
Bank Account.”

“Start Your Account with \$1.00 or More.”

A copy of the Declaration of Independence, together with other relics, pictures or documents pertaining to Revolutionary days of historical interest, are appropriate for a display of this kind. Lettered cards descriptive of each article in the window should be shown. The poster should be placed in the center, with the other properties arranged conveniently on either side.

XII.
LABOR DAY

Properties

A small statue or two, depicting the laborer in the field, blacksmith, or some similar subject. Such statues as these are common and can be secured from most any art store. Photos of one or two large factories in your town.

Poster

“Labor Day—Monday, September —.”

“In recognition of Labor—the Foundation of America’s Wealth.”

Set the poster in the center, with statues appropriately set on either side. Set photos at each end of the display.

XIII.

DISCOVERY DAY

Properties

Pictures of Columbus, his three ships, and scenes of his time such as are shown in books of history. Pictures or reproductions of paintings can be found at art dealers. Also relics or articles of interest in connection with the discovery of America.

Poster

“Discovery Day—October 12th.”

“A Legal Holiday observed by banks.”

Set the poster in the center, with the pictures and other properties on either side. Like several other holiday displays, the effectiveness of this depends entirely upon the properties that are obtained.

XIV.
THANKSGIVING DAY

Properties

Pass-books, pumpkins, corn, other fall vegetables and fruits and typical Thanksgiving decorations.

Poster

“There’s Room for Thanksgiving in a Bank Account.”

Place the poster in the middle of the display, with “properties” arranged appropriately. The “properties” will attract considerable attention, and show the bank as taking a timely interest in current affairs.

VIII.

SAFE DEPOSIT DISPLAYS

I.

SAFE DEPOSIT BOXES FOR RENT

Properties

Several of the steel boxes used in the Safe Deposit Department. Also photographs of the interior of the Department, of the vault door and of the inside of the vault.

Poster

“Safe Deposit Boxes For Rent.”

“\$2.50 a Year and Up.”

Set the poster in the center, with the photos showing on both sides of the display.

II.

STORAGE VAULT

Properties

Set of old silver and several small oil paintings. Also anything else in the line of bulky valuables that would look well in a display.

Poster

“Storage Vault.”

“Storage space for silverware, paintings, and other large and bulky packages, at reasonable rates.”

“Safe Deposit Department.”

Set the poster in the middle of the window and arrange the paintings and silverware around it, attractively. This kind of display is very suggestive and is effective as an advertisement for the Storage Department.

III.

SAFETY FOR JEWELRY AND VALUABLES

Properties

An assortment of jewelry and also samples of the various kinds of legal papers that are generally stored in safe deposit boxes,—insurance policy, stock certificate, bond, note, deed, lease, etc.

Poster

“ $\frac{2}{3}$ of a Cent Per Day.”

“Safeguard your jewelry, heirlooms and valuable papers in a Safe Deposit Box.”

“Rental—\$2.50 a Year and Up.”

Set the poster in the center, with the jewelry on one side and the legal papers on the other. This is a display that brings in the power of suggestion, and serves well as a Safe Deposit advertisement.

IX.

DISPLAY CABINET CARDS

DISPLAY CABINET CARDS

Six display cabinet cards are given here as suggestions to those banks which are not regularly equipped for window displays and yet desire to make use of what window space they have for advertising. These cards are given as suggestions of the kind of ideas that attract people. Many other cards of a similar nature may be originated from time to time and printed on good cards to fit a standard display cabinet. Such displays are very inexpensive but effective.

I.

“COINS DISAPPEARED”

“In 1862 both gold and silver coins disappeared from circulation in the United States. To take the place of coins, tickets and due bills were first used in ‘making change’; later postage stamps were used, and still later, postal currency, and finally, fractional paper currency in denominations of 10c., 25c. and 50c.

“On June 30, 1915, there was still outstanding a total of over fifteen million dollars of this small currency.

“More gold and silver coins are now in circulation than at any time in our history. To illustrate—there is in circulation, or held in reserve in the Treasury of the United States,

more than Five Hundred Million SILVER DOLLARS ALONE.

“Perhaps you have in your possession one of these silver dollars. We suggest that you open a savings account with it and secure the loan of one of these Safes FREE.”

II.

“A CENTURY OF BANKING”

“The first full-fledged Savings Bank in the United States was organized in Philadelphia in 1816 as a mutual savings society. It has no capital stock. Its earnings, amounting to \$11,000,000, are carried in a surplus account. Its deposits are \$120,000,000.

“Thus, for a century Savings Banks have had a part in our national development. Their constant endeavor has been to conserve the wealth of the American people by encouraging them to save a part of their income.

“Our Aim is to help accumulate money—to save the money which is now slipping away. It’s easy for you to begin to save, because you can open an account here for \$1.00.”

III.

“THE SAFEST WAY”

“You worked for your money—now make it work for you. HOW? There are many ways.

“THE SAFEST WAY is to deposit it in the Bank, where it will earn a liberal rate of interest. Start your money to work right now by opening an account.

“\$1.00 starts an Interest-bearing Account and Secures the Loan of One of these Safes FREE.”

IV.

“ONE DOLLAR GOLD PIECES”

“How many One Dollar Gold Pieces have been coined? That question was asked of a man who has a large number—and he answered, ‘Not many.’

“The facts are, the United States Government, since 1849, has coined 19,809,337 One Dollar Gold Pieces, and as late as 1902 to 1905, coined more than 300,000. It may be that you are saving one dollar gold pieces only,—how about saving a few of our silver and paper dollars? These are much easier to get.

“Open an Account with \$1.00 or more and we will loan you one of these Safes FREE.”

V.

“PRACTICAL THRIFT”

“Every day in the year our 15,000 Home Safe Depositors save \$500. Every month, \$15,000.

“Many of these thrifty savers never seriously considered

the advantage of saving money until they saw one of these displays.

“They didn’t believe it could be done—but upon our assurance made the start—opened accounts with \$1.00 and today they have a total of \$666,750.

“Do you want to save money? You can do it if you will. The big thing is to *start*.

“Open an account today and secure a Safe **FREE**.”

VI.

“NEARLY EVERY PERSON”

“Nearly every person owes something. If it’s only a few dollars, or many dollars, the quickest way to pay a debt is to **SAVE THE AMOUNT** required to meet it.

“The man who saves regularly and in small amounts as well as in larger amounts will soon be free from debt.

“Do you owe a few dollars? A hundred dollars? Or say, one thousand dollars? If you owe anything at all, you can save the necessary amount by following this suggestion:

“Open a Savings Account with \$1.00 or more, secure the loan of one of these Safes **FREE**, then save **REGULARLY**.”

LIBRARY OF CONGRESS



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